

# Lighting

Applied Science Dept.

MAY, 1960

Reference Dept.  
7th Floor

ST. LOUIS  
MAY 24  
PUBLISHED BY

Annual Parts & Accessories Issue

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Lighting For Lobbies

★ ★ ★

Decorate With Light

★ ★ ★

Modern Street Lighting



Noticed the  
**NEW**  
**VIGOR**  
 at  
 Virden  
 ?



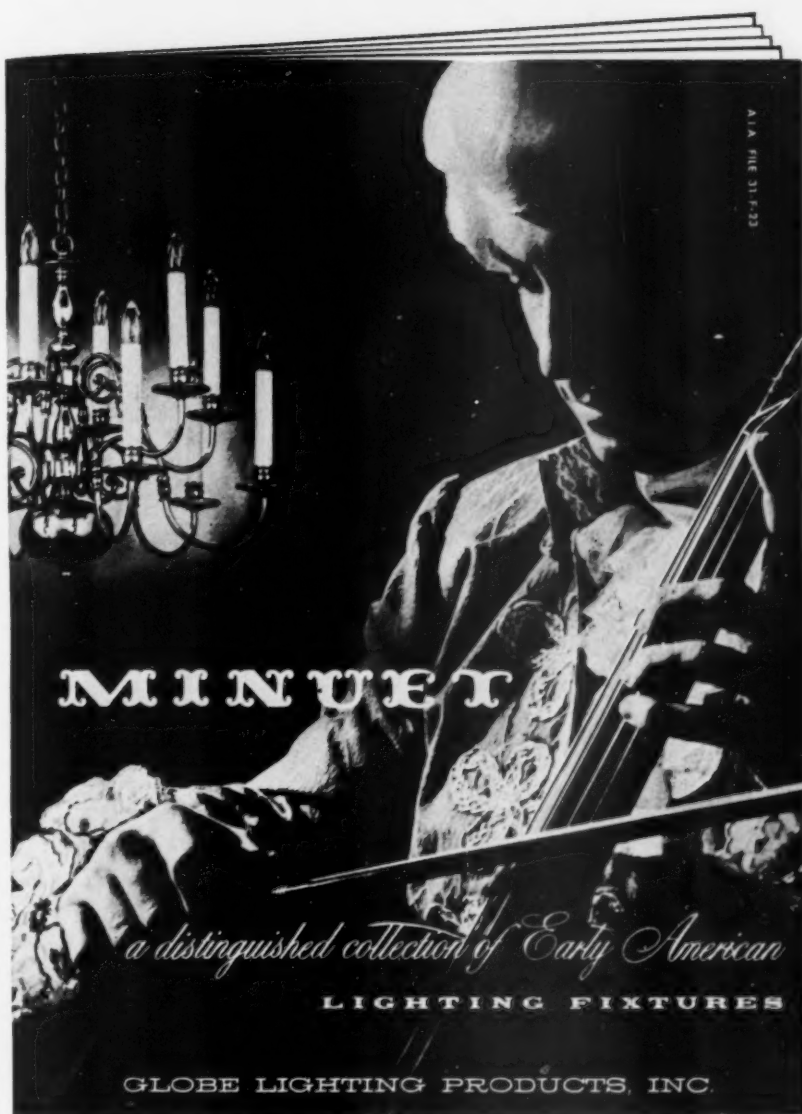
**Two Lines of Residential Fixtures** to help Virden Lighting distributors double their sales! 1. "the light idea" selection . . . brilliant designs, beautifully made, and presented with a merchandising concept that sells **lighting**, not just fixtures. 2. Scotch Plaid Lighting . . . fresh new styles at budget prices to capture sales and profits in the important volume market. This is another example of the new vigor at Virden . . . vigor that is helping Virden distributors gain a larger share of the rich, growing lighting market.



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a division of John C. Virden Company • 6103 Longfellow Ave., Cleveland 3, Ohio

SUBSIDIARIES: LIGHTING DYNAMICS, INC., LOS ANGELES, CALIF. AND DALLAS, TEXAS; JOHN C. VIRDEN, LTD., TORONTO, ONTARIO



# GLOBE

*presents*

# MINUET

*a distinguished collection of  
Early American Lighting fixtures*

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Lighting Products, Inc.

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Company.....

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**Pull Down**

**Del-Val**®

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Pull-down; practical yet handsome, this addition to the Del Val line is made in three finishes with textured glass diffuser. This fixture adds a sparkle and a dash of the dramatic to any room. Display one in your show room. See how it catches the eye of your customers and wins immediate approval. Practically sells itself.

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R. E. Cleary

### Lighting That "Heats Like the Sun"

All areas of lighting are our business. While we present good lighting applications in all our editorials—now and then we come upon 'pioneering efforts' in the field.

Such a pioneering project is the lighting-heating combination recently installed at Chicago's Maywood Race Track.

To take the usual chill out of the evenings, the track has erected the country's first permanent grandstand installation of tubular quartz infra-red lamps, which "heat like the sun." The result is not only the nation's best-heated, but also its best-lighted grandstand.

The system uses 270 pencil-thin 3800-watt General Electric lamps in reflector fixtures designed for the project by Luminator Company of Chicago. It provides 30 watts of radiant heat per square foot of seating level. (About three times as many units of heat measurement required in the average home.)

"Lighting-wise" the system produces 70 to 80 footcandles, or levels equal to those recommended by lighting authorities for modern school classrooms.

A new 1500-KVA sub-station, built by the Public Service Company Division of the Commonwealth Edison Company supplies power for the heating system and other electrical needs of the track. The station's three 500-kilowatt transformers would be adequate to serve about 2000 homes.

This installation points the way for similar future projects, to provide comfort in cool weather and fine lighting simultaneously at football and baseball fields.

*Richard E. Cleary*  
Publisher-Editor

#### On Our Cover

Marbett's Drive-In, near Roosevelt Field Shopping Center, Long Island, New York is brilliantly illuminated. Lighting of the 125 ft. by 200 ft. parking lot, as well as the building itself was accomplished by the five curved aluminum davits, supplied by Pfaff & Kendall of Newark, N. J. Reflectors were supplied by the Simes Co., College Point, L. I. and the 1000-watt mercury vapor lamps were installed by the Radiant Lamp Corp. of Newark. See story "Warm & Friendly Brilliance" on Page 25.



## The LIGHTING Industry's Exclusive Magazine

# Lighting

MAY

1960

VOLUME 76

No. 5

### CONTENTS

De-Luxe Bank .....	22
Ceiling Panels Prove Effective .....	24
Lighting for Lobbies .....	28
Decorate with Light .....	38
Annual Parts & Accessories Section .....	50

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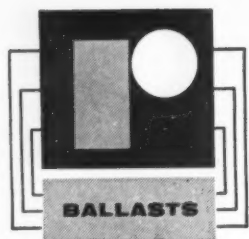
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NUMBER 5

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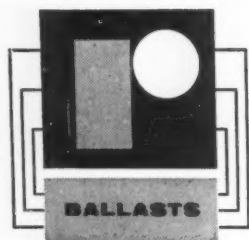
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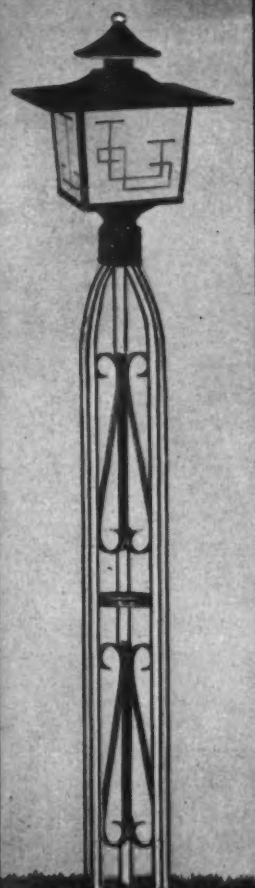
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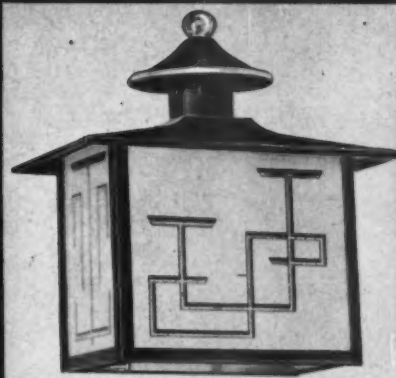
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quality line...

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Insure a faster turn-over with the elegance of line in the new quality lanterns by Artolier. Each and every one a sure profit-maker. Move into '60 with assurance. Take your next step forward by selling quality . . . Artolier Quality—Designed to sell.



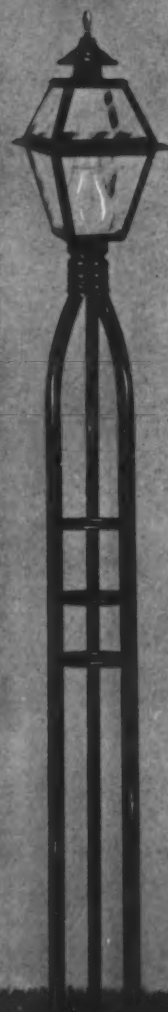
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AVAILABLE IN BLACK, WHITE  
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#2034



LANTERN #5034 POST #6666  
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#5001

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# amplex SWIVELITE

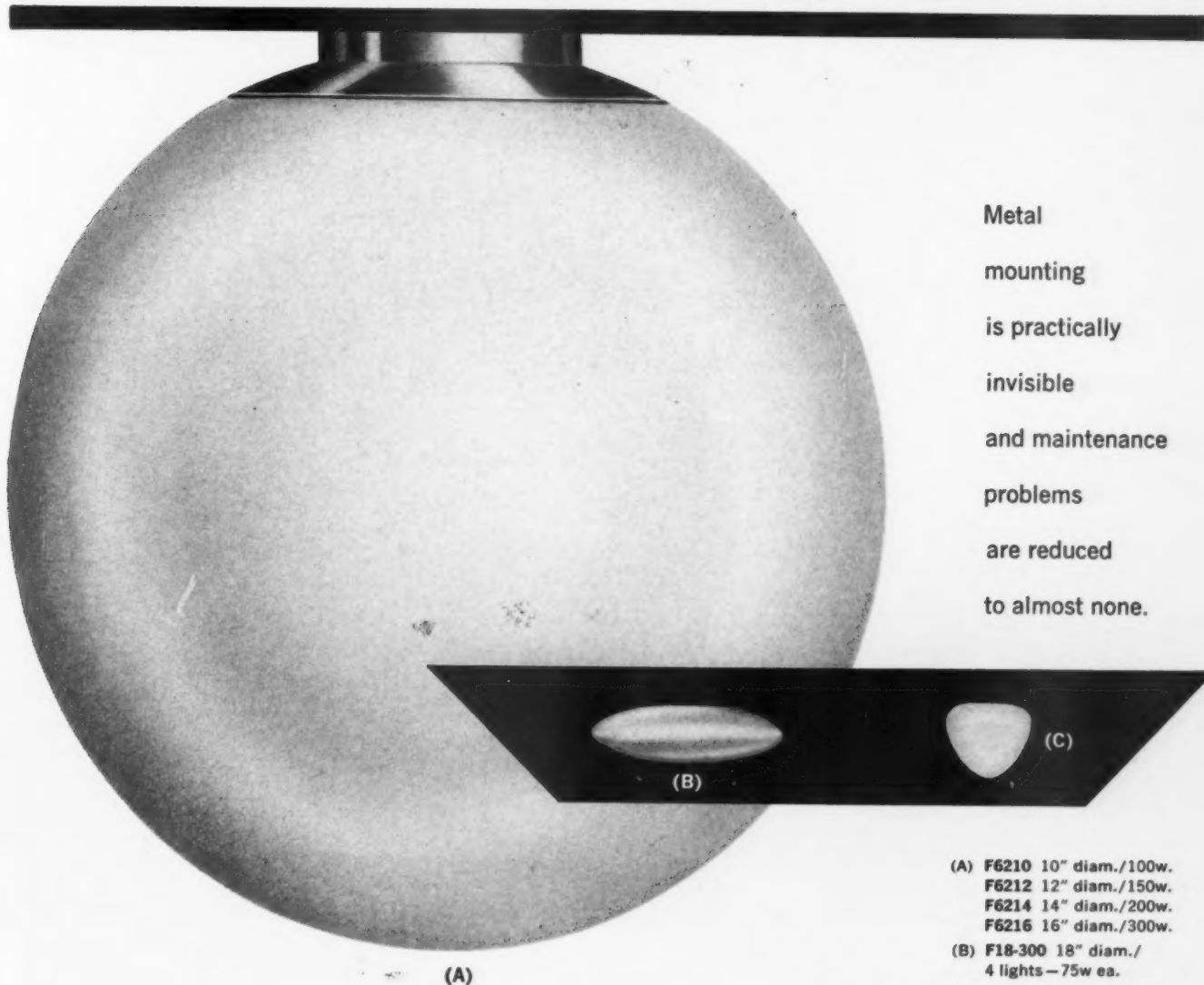
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\*Patent pending.



18-300 18" diam./300w.  
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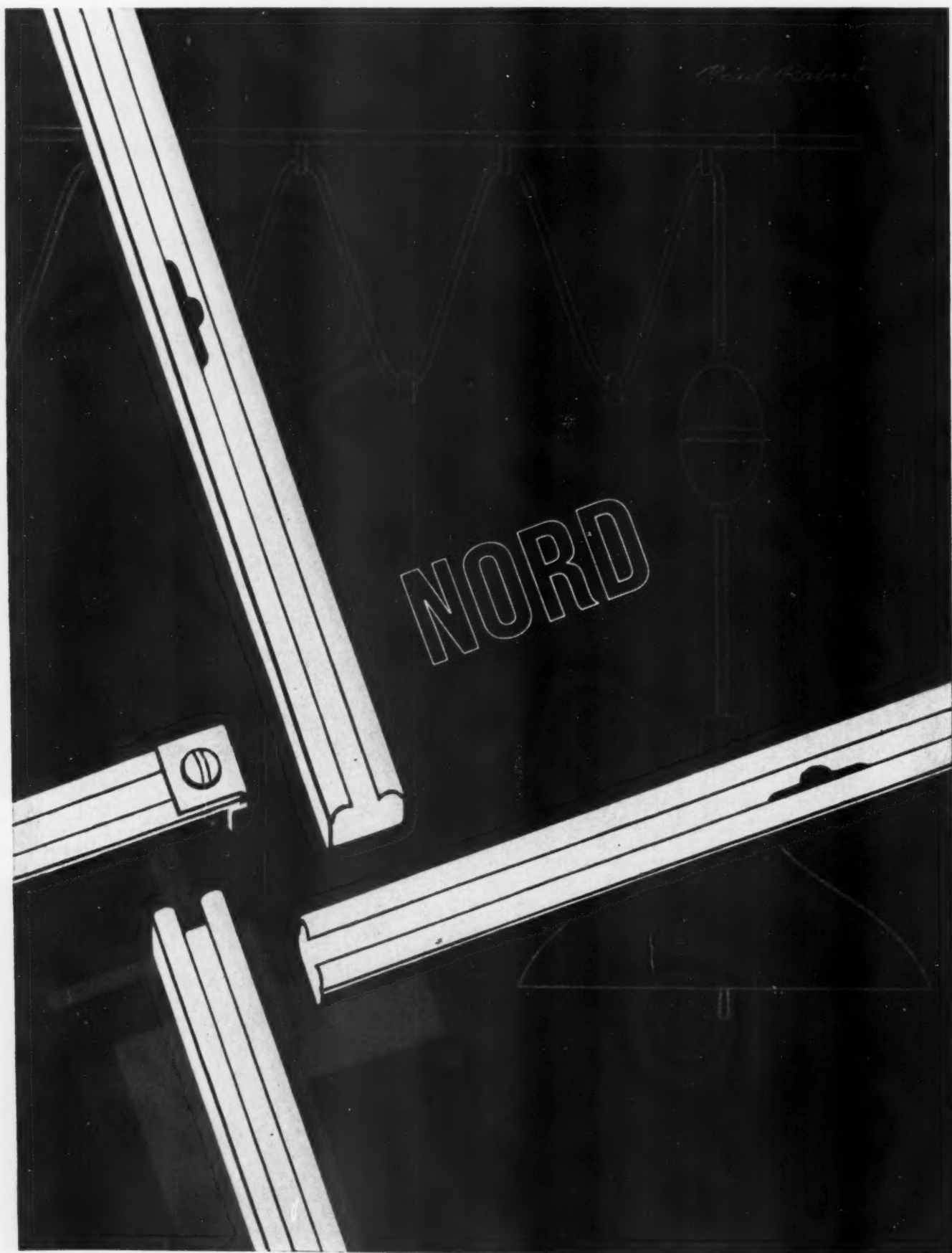
6290 10" diam./150w.  
6294 13" diam./300w.

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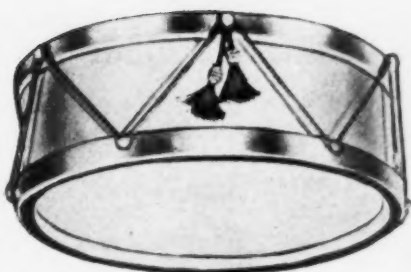


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with Contemporary, Colonial and  
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When you're interested in a *complete*  
*line*, not a lot of look-a-likes —  
turn to Sea Gull for a High, Wide and  
Handsome line of Lighting Fixtures.



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17" Pull Down



No. 407  
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No. 996  
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Can be cut into two shades for twin wall fixtures.

**F-6000** Fiber Glass.

Use with #590 on-off switches for pole lamps.

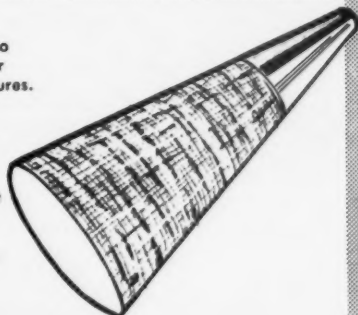
9½" long. Oriental Squares pattern.



Can be cut into two shades for twin wall fixtures.

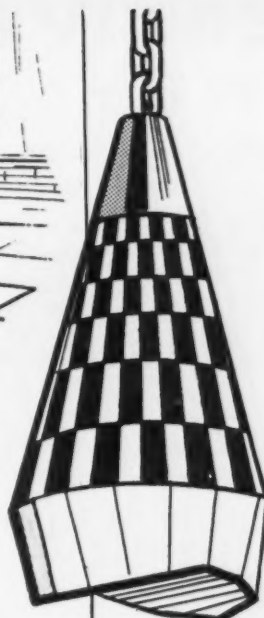
**F-107** Fiber Glass, in straight or bias cut. Extension pieces and switch cap optional. Use with #590 on-off switch for wall, pole, or lamp.

7¾" long. Rattan pattern.



**F-118**

18" coolie shaped shade in Fiber Glass. This model lends itself beautifully to overlays. "ESS" Stripe pattern.



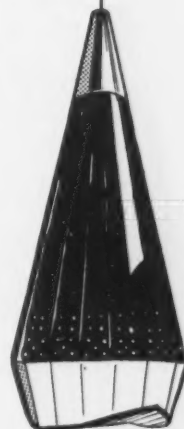
**F-5904** New in Fiber Glass, with louvre.

Use with #591 or #592 extension pieces for hanging. 7¾" long. Modern Grid pattern.



**F-5916** Fiber Glass with louvre.

Use with #591 or #592 extension pieces for hanging. 9¾" long. Butterfly pattern.



**P-5916** Premix white paint grade only. Perforations optional. Use with #591 or #592 extension pieces for hanging. 9¾" long.



**NEW F-6003**

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DIVISION OF GENERAL PLASTICS CORPORATION

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PLATE  
No. 1262-Steel 2-1/32" Diam.

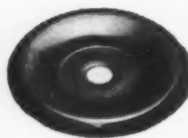


PLATE  
No. 1263-Steel 2 3/8" Diam.

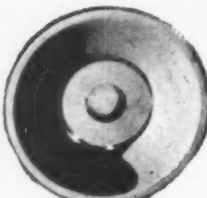


PLATE  
No. 817-Steel 2 1/4" Diam.



CANDLE CUP  
No. 573X-Steel 1 1/4" HT.



CANDLE CUP  
No. 577-Brass 1 3/8" HT.



FURNITURE FERRULE  
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No. 1903-Steel 1-9/16" HT.



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No. 601-Steel 15/16" HT.



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No. 813-Brass 3/4" HT.



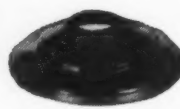
DOUBLE CHECK RING  
No. 3127-Steel 1 1/4" x 1 1/4" Seat



DOUBLE CHECK RING  
No. 1458-Steel 1" x 1" Seat



CHECK RING  
No. 994R-Steel 1 1/4" Seat



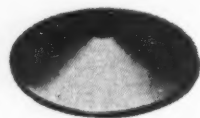
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No. 1860-Steel 1 1/4" Diam.



NECK  
No. 1862-Steel 1 1/4" Diam.



HANDLE  
No. 2619-Steel 3 3/4" HT.



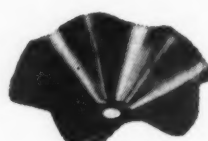
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No. 6205-Steel 10 3/4" Diam.



PIN UP BRACKET  
No. 2616-Steel 2 1/2" HT.



CAP  
No. 1970-Steel 3" Diam.



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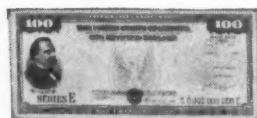
Every family and every industry in this country benefit, directly and indirectly, from the work of our great chemical industry. Those whose lifework is in chemistry may well take pride in the vast good that stems from their profession. Thousands upon thousands of people in the chemical field are proud, too, of their share in America's Peace Power, for they are making regular purchases of U.S. Savings Bonds.

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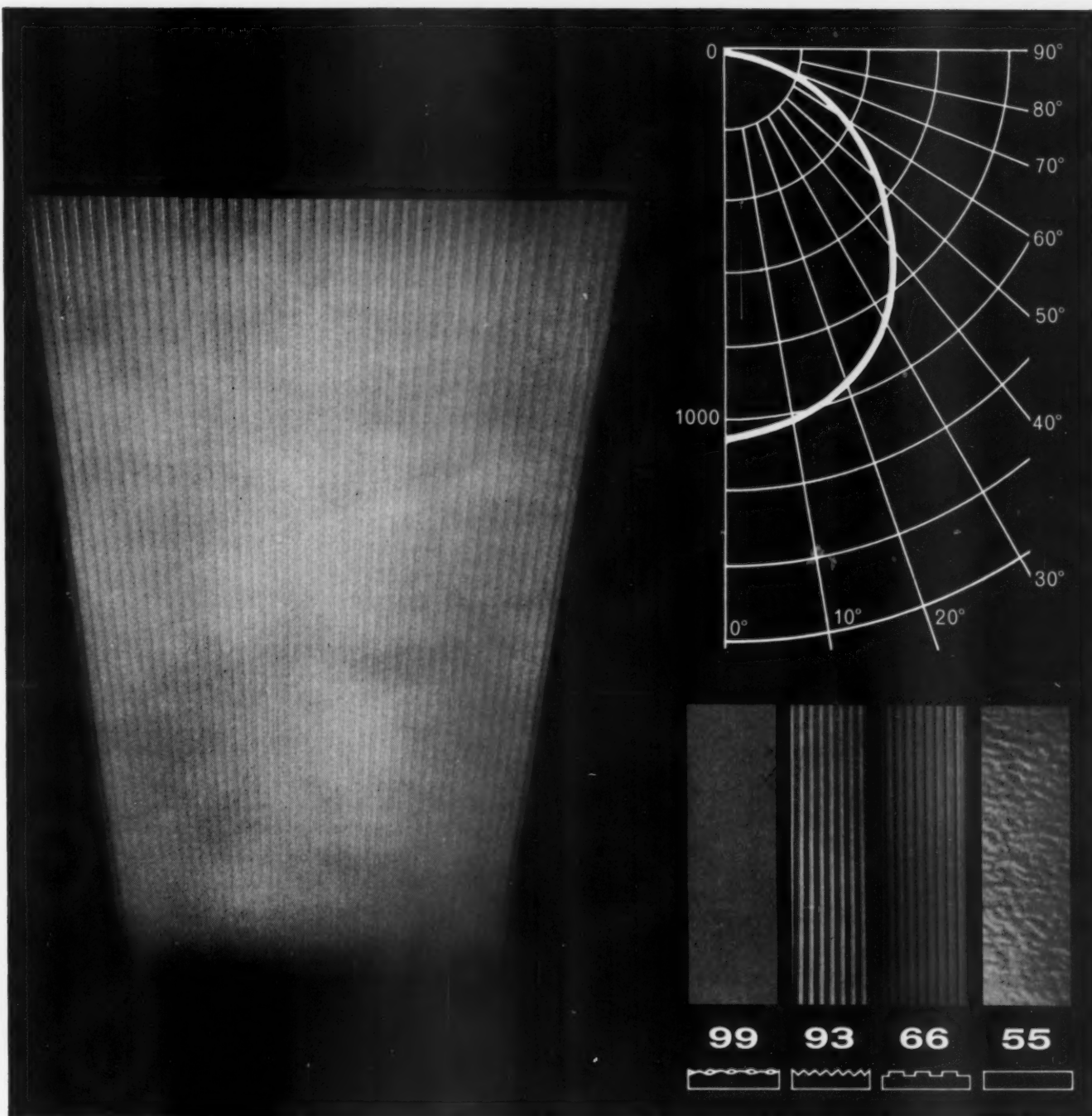
# Lighting

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Recommended applications for Alba-Lite include areas where glare must be minimized, as in drafting rooms and inspection areas. In reception rooms and sales areas where soft goods are displayed.

For complete data on Alba-Lite performance and design, write Lighting Sales Department, 62 Crystal St., Corning, N. Y.



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CORNING MEANS RESEARCH IN GLASS

**NOW . . . CONTROL LIGHT** up, down and at 45°

with **SHEFFIELD PLASTICS** New Wrap-Arounds  
FOR CUSTOM DESIGNS

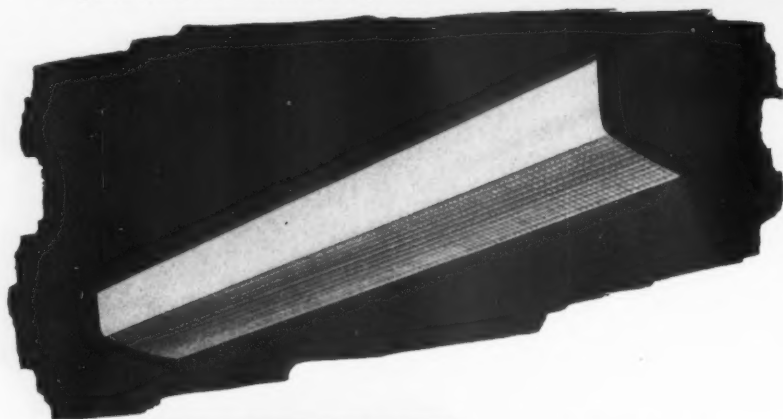
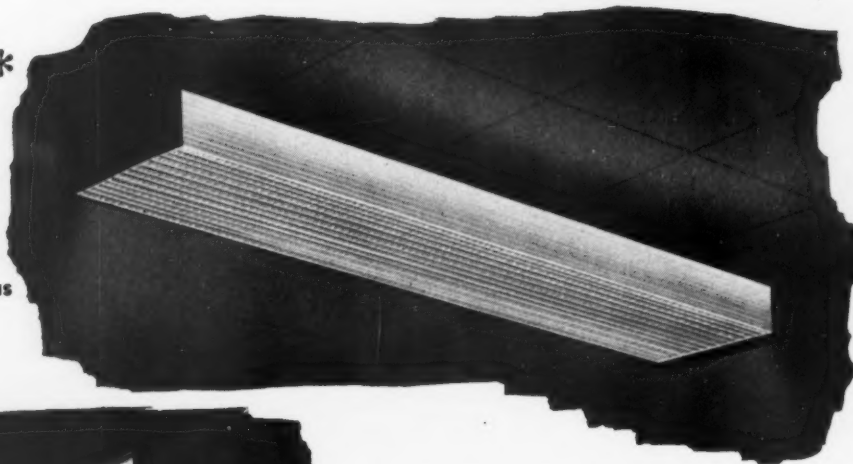
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*Prismatic bottom provides . . .*

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- excellent 45-degree cut-off

*Prismatic sides provide . . .*

- refracted light, down on work areas and up to ceiling
- excellent 45-degree cut-off
- glare-free, low surface brightness



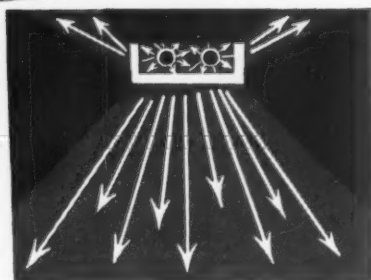
## **Tu-Tone\***

*Prismatic bottom provides . . .*

- concentrated down-light
- excellent 45-degree cut-off

*Two-color sides provide . . .*

- attractive, 2-color effect at low cost
- glare-free, low surface brightness



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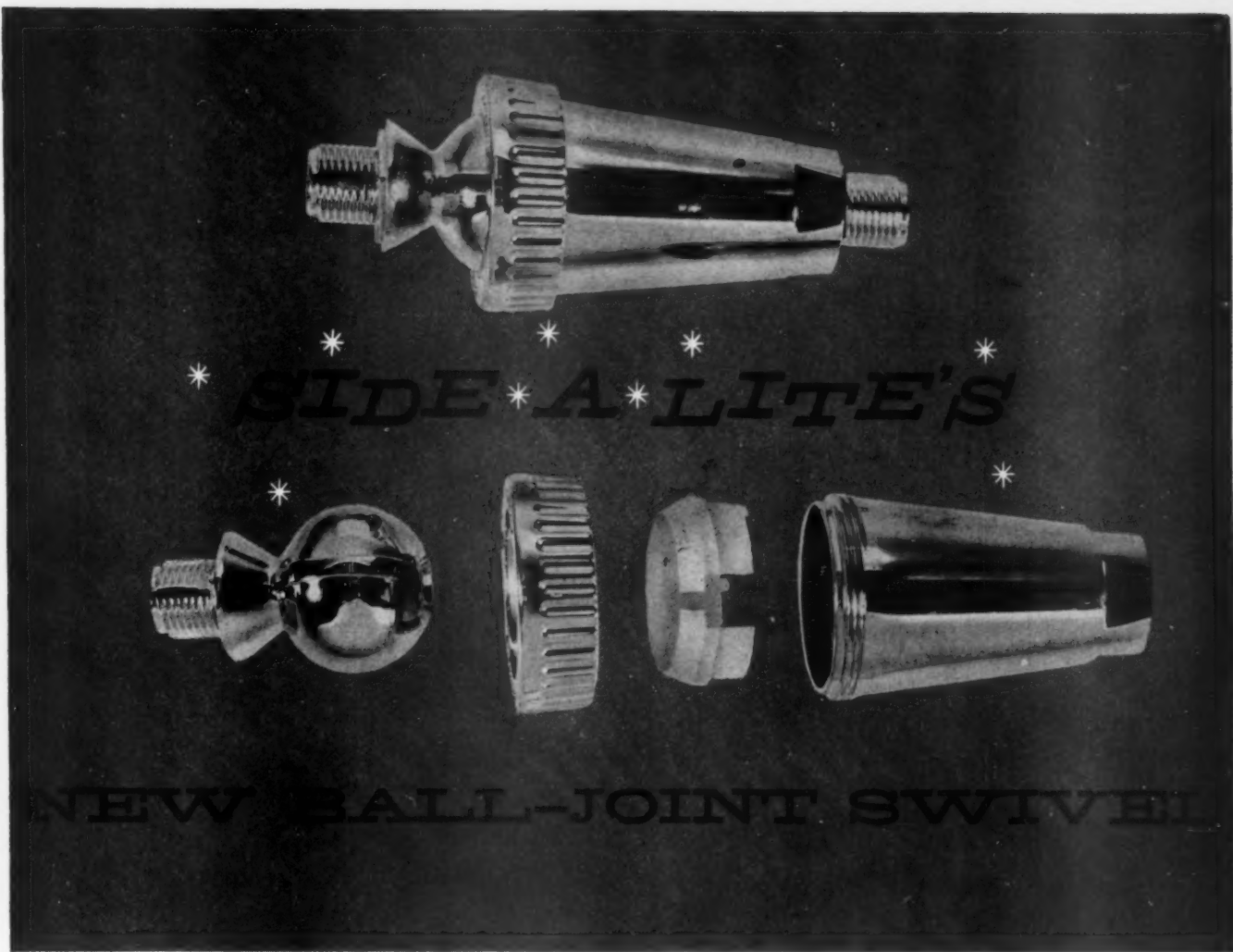
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## LLEMSA ANNUAL

The fashionable Grand Ballroom of New York's Hotel Commodore once again set the scene for the Annual Banquet and entertainment of the Lighting Lamp and Electrical Manufacturer's Salesmen's Association. (LLEMSA).

Like preceding occasions this the "Nineteenth" Annual Affair boasted a capacity attendance. In fact all previous attendance figures were eclipsed. Proving the banquet the most popular affair on the association's agenda.

Following pre-dinner cocktails and a social hour, dinner was served. Harry Lane, president of LLEMSA, and Jack Siegel, general chairman of the festivities welcomed the large assembly.

Pièce de résistance was of course the entertainment. An unlimited array of outstanding talent kept the audience on the edge of their seats and tremendous applause acclaimed every act. Credit for assembling this extravaganza goes to Jack James.

Because of the wonderful response to this Annual Affair LLEMSA intends to keep it a "must" on its agenda.

BANQUET-ENTERTAINMENT





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CATALOG 66

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All ornaments are stamped from prime brass sheet and are furnished with standard stock size holes.

#### INDEX

##### ALPHABETICAL

Description	Page
Bases, Boudoir Lamp	6
Babochas, Lamp	8
Bodies, Fixtures	4-5
Body Covers	4-5
Canopies	6
Cups:	
Ball	8
For Candleabra Base	7
For Edison Base	7
Flat Base	8
Trumpets	7
Fixture Bodies	4-5
Hooks, Leaves	2-3-6
Lamp Base, Boudoir	6
Leaves	2-3
Ornamental Leaves, Hooks	2-3-6
Pans, Babochas, Canopies	6-8
Public Holder:	
Aluminum	6
Brass	6
Steel	6
Roosters, Babochas	2-8
Trumpets	7

##### NUMERICAL

Item	Page	Item	Page	Item	Page	Item	Page
821	6	839	4	859	7		
822	6	840	5	860	6		
823	8	841	5	861	6		
824	8	842	5	862	8		
825	8	843	5	863	8		
826	8	844	4	864	8		
827	8	845	4	865	7		
828	8	846	3	866	6		
829	6	847	2	867	8		
830	6	848	8	868	8		
831	3	849	5	869	8		
832	4	850	5	870	7		
833	4	851	7	871	7		
834	4	852	7	872	2		
835	4	853	7	873	2		
836	5	854	7	874	2		
837	5	855	7	875	2		
838	4	856	7	876	2		
839	4	857	7	877	3		
840	4	858	7				

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SEEN AT THE 10th BIENNIAL



ELECTRICAL INDUSTRY SHOW

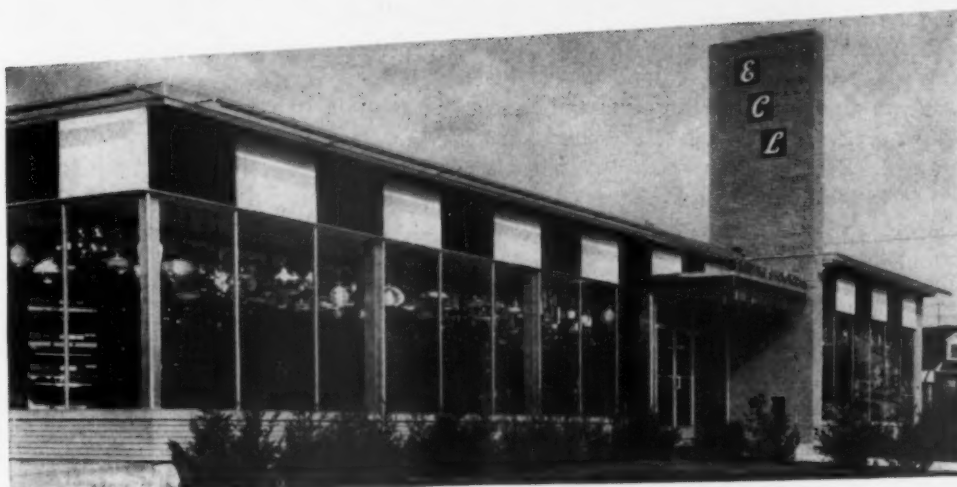


top picture—R. E. Cleary, publisher of *LIGHTING* is seen with Jack O. Hodges (who represents *LIGHTING* in California) and "Miss Culver City" of the Miss Universe Contest. The lovely lady (Roberta K. Carlton, 2242 - 20th Santa Monica, Calif.) added glamour to the *LIGHTING* Magazine display. As Miss Culver City she reigns for one year. (Photo by Norman Lynn)

In the Ward Engineering booth, introducing the new "King Size Swivel," are Ward Blakely (left) and Dan Polesky. Right—the Curtis-Allbrite Lighting, Inc., booth of South San Francisco, California.

Lighting Exhibits highlighted the EMEA show recently held at Los Angeles, California. Over 7500 attended the "Tenth Biennial Electrical Industry Show" which featured a first "Lighting Exposition." Sponsored by the Electrical Maintenance Engineers Association of California, the event featured 160 illumination and industrial electricity exhibits. Addition for the first time, of a lighting conference, consisting of panel and technical sessions, gave architects, contractors and consulting engineers latest information on topics such as industrial lighting, school and office lighting, lighting dynamics, and store and outdoor lighting.

Mr. Urban Beh, Consulting Engineer, served as General Chairman of the 1960 First Lighting Conference and Exposition. He is to be congratulated on the fine organization of this conference and on the excellent talent he gathered for the discussions and panels. It is impossible to name all the people who made this show an outstanding success for the electrical industry as a whole and for the lighting industry. Indeed a "job well done."



## Ultra-Modern Showroom

New Home of Eastern Coast  
Lighting & Electrical Supply Company

**E**ASTERN Coast Lighting and Electrical Supply Co., Inc., wholesale distributors, recently swung open the doors to one of the finest lighting showrooms in the east.

Located at 1817 Hylan Boulevard, Staten Island, New York City, the building is surrounded by gardens both in front and on the sides. The interior features a three-level ceiling—one for built-in-type fixtures—another for flush and semi-flush—and the main (and largest) area for all types of hanging fixtures. Lanterns are grouped together both hanging and wall-type.

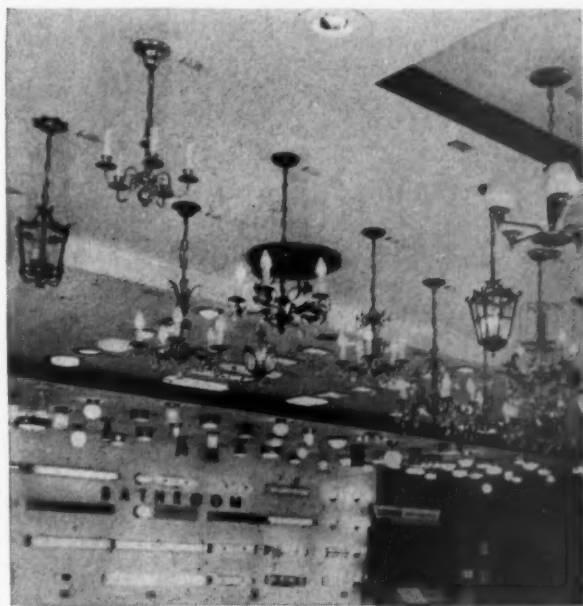
Upon entering one sees the entire showroom, and walls are painted in various colors lending a feeling of warmth and elegance. A special section is devoted to bathroom lighting.

### Administrative and Supply Departments

Adjacent to the expansive showroom (appr. 5 sq. ft.) is the company's supply department, counter and supply



Partial view of section featuring hanging fixtures. Other areas feature built-in-type fixtures, semi-flush and flush types. Lanterns are all grouped together.



Partial view of large selection of bathroom fixtures in back-ground.

warehouse (another 5,000 sq. ft.) The supply department features an entirely separate entrance with accessibility to showroom area from side of building.

Executive offices are located half flight under the showroom and the entire building is air-conditioned. At present three men are kept busy at all times in the fixture showroom.

### Outdoor and Architectural Lighting

At night the entire building is bathed in light. Spotlights and lighting on the roof, as well as garden lighting give the building a magnificent air.

The owners Jerry Berg and Sherwin Arnold spared no expense on the building itself. They also effected a lay-out that is practical and appealing. The architect is A. Melnick and the builder C. Seneca.



THE magnificent new bank of the Bankers Trust Company, on Fifth Avenue at Forty-fourth Street, New York, has lighting designed to achieve unusual brightness with softness and dignity in keeping with the character of the interior. The textures and color scheme are subtle and restrained. The general effect of richness never steps beyond the bounds that the designers considered proper for a great financial institution. The lighting enhances the mellow dignity of the materials and furnishings.

Summing up the design philosophy of the lighting, Henry Dreyfuss, who designed the interior and was responsible for the overall lighting concept said, "We began with the assumption that the normal lighting level of most new office buildings was far too low for tellers' counters and other areas where bank employees and depositors are expected to read figures."

In such areas we have raised the lighting level to well over 100 foot-candles. To prevent this intense light from creating glare and at the same time to erase all shadows

and create a soft, clear light, diffused like daylight itself we developed our own diffuser, a translucent plastic waffle.

#### Plastic Diffusers

Each diffuser is composed of two layers of plastic material forming a panel 2 ft. by 2 ft. square, bound in an aluminum frame. There is an air space between these two layers of plastic. The upper layer is of plain translucent vinyl plastic, while the lower layer is of vinyl plastic formed in a waffle pattern. The diffusion of the light is accomplished mainly by the top layer of plastic. The bottom layer which is lightly frosted, is formed in a pattern carefully designed to complete the functions of the diffuser. In this way, most of the brightness that would otherwise tend to cause glare is kept at the top, by the upper diffuser layer, and the lower layer subdues the brightness from the upper layer.

Waffle panels of this type are used in different arrangements throughout the bank, to form luminous ceil-

## DeLuxe Bank

The spirit of Fifth Avenue is presented by the lively sculptural frieze in the main entrance lobby. The luminous ceiling is composed of plastic diffusing "waffles" of special design. Sculpture by William King.

Credit Photographs by Louis REENS





## Institutional Lighting

View in the main banking area on the street floor. Luminous ceilings alternate with strips of acoustical ceiling in which adjustable incandescent down lights are recessed.

The department for special checking accounts in the lower level has general lighting from 2 ft. by 2 ft. square recessed fixtures. The teller's department at the North end of the room has a luminous ceiling that furnishes more than 100 ft. candles.

ings, or as the diffusing medium in square or oblong fluorescent lighting fixtures recessed in the ceiling. The luminous ceiling areas are combined with acoustical ceilings, integrating them in the architectural design of the interior. Incandescent down lights recessed in the acoustical ceiling areas provide lighting of a concentrated quality and warmth of tone to prevent the monotony of diffused fluorescent lighting. The incandescent lighting units are by Century Lighting, Inc., New York.

### Lighting Design

The lighting design was developed through team work on the part of Henry Dreyfuss, H. F. Vanderbeck of Shreve, Lamb & Harmon Associates, architects. Meyer, Strong & Jones, were consulting engineers for the electrical work; Fischbach & Moore Inc., electrical contractors; Eugene Stonehill, of the Kent Lighting Corporation, Brooklyn, N. Y., manufacturers of all of the fluorescent lighting equipment in the bank; Frank W. Carlin, of the Carlin Lighting Co., New York, who was coordinator of the lighting, and others. The design of the waffle pattern formed in the lower layer of the diffuser, required unusual engineering study. Mock-ups of section of the luminous ceilings, and of other portions of the lighting system were made to insure satisfactory performance.

Just inside of the glass doors, at the main entrance, there is a spirited sculptural frieze in bronze and curved walnut wood that catches the mood of the Fifth Avenue crowd. This sculpture shows some thirty figures walking briskly along. It is by William King, a young American sculptor. There is special lighting for this feature using 150 watt, P A 38 spots with 55 degree spread roundels spaced 6 in. apart on centers in conjunction with a



Conference room with combination of luminous ceiling and incandescent down lights for flexible lighting.

Credit Photography Louis Reens

louvered fixture designed by Stanley McCandless of Century Lighting Inc. to secure as even distribution of the projected light as possible.

### Luminous Ceilings

Just beyond the sculpture, lies the large main banking area, which is lighted by luminous ceilings separated by acoustical ceiling areas.

The main area on the lower level, where the special checking accounts are handled, is lighted by rows of 2 ft. by 2 ft. recessed fixtures which have "waffle" diffusers like the panels of the luminous ceilings. Across the north end of the room is a luminous ceiling 14 ft. by 62 ft. over the teller's department, which furnishes more than 100 ft. candles of illumination on the work. In the photographs shown here can be seen examples of the various ways in which this lighting system is applied in different areas of this bank.



Modernized office in the newly renovated Lewis Tower Building, Philadelphia's second largest, shows an Owens-Corning Fiberglas acoustical ceiling with polarizing light panels. A high level of glare-free illumination is provided.

Direct and reflected glare is controlled by the polarizing light panels set into the Owens-Corning Fiberglas acoustical ceiling, in a reception lobby.



## Ceiling Panels Prove Effective in Building Modernization

**B**UILDING modernization is one of the most effective tools available to owners and operators to keep existing tenants happy and attract new tenants. With thousands of new buildings being erected in major urban centers throughout the country, the need to modernize becomes even more important if an older building is to be competitive with a modern skyscraper.

Realizing the significance of building modernization, the managing agents of Philadelphia's second largest office building, Lewis Tower Building, recently undertook one of the most thorough modernization programs for structures of this type in the country.

Director of the modernization program, which began last fall, is William L. Bamberger, executive vice-president of A. J. Bamberger Co., managing agents of the building.

Mr. Bamberger insisted from the outset that there should be a complete modernization of the 35-story structure, located at 15th and Locust Streets in Downtown Philadelphia. As a result, the project involved erection of a completely new building front, air conditioning, installation of Owens-Corning Fiberglas polarizing light panels in the fixtures, and sound absorbing ceiling materials throughout offices, elevators and hallways, construction of a new main entrance and a general rebuilding of all offices.

During the modernization, the Lewis Tower Building acquired the distinction of becoming the first large office building renovation project in the country to use high efficiency, glare-free, illuminating panels in hung ceilings. The Owens-Corning panels permit a high level of illumination with both reflected and direct glare controlled in individual panels.

"We knew we were taking an unprecedented step to utilize these panels in conjunction with ceiling tiles, but whatever slight speculation was involved certainly proved worthwhile," Mr. Bamberger said. "The appearance of our offices and hallways, as a result of these ceiling materials, has been enhanced considerably and we have found it to be an exceptional advantage in the selling of floor space. In fact, the new Lewis Tower Building has become a showcase for other office buildings interested in modernizing—a big step forward both in improving the appearance of buildings and in reducing modernizing costs."

According to Allen Sommers, president of Allen Sommers Associates, Inc., and one of the first tenants of the modernized building: "We moved into Lewis Towers primarily because of the appearance of the offices and the ample light provided by the polarizing light panels. In my business, close work comprises a considerable part of every day and poor illumination can mean faulty vision and fatigue. In our present offices the illumination is more than ample and, equally important, there is virtually no glare."

Another advantage of modernization, in which ceiling tiles and light panels are employed, is an improvement in the efficiency of heating and air conditioning. From the standpoint of the tenant this means a pleasant work environment that is comfortably warm in the winter and cool in the summer—an environment which can be realized because of the high thermal insulation qualities of this ceiling material.

From the building owner's viewpoint, effective insulation not only means satisfied tenants but also a considerable savings in the cost of heating and air conditioning.



# WARM AND FRIENDLY BRILLIANCE

## Don't hide your light under a bushell

A time-worn adage, but many believe that it is new in its application. That belief is shared by White Tower Management Corporation which recently exposed its newest restaurant operation, Marbett's Drive-In, near the Roosevelt Field shopping center, Long Island, New York, in a blaze of brilliance as it welcomed its new customers.

Nothing has been hidden at this operation even on the darkest nights. Brilliantly illuminated, it peers through the darkness for miles in its quest for new patrons. As the light house has been a beacon of safety for the seafarers, so too has Marbett's become a haven for the hungry. Light has done it and certainly that light has not been hidden but is being used in the most effective possible manner.

Lighting of the 125 ft. by 300 ft. parking lot, as well as the building itself, was accomplished by the five curved aluminum davits supplied by Pfaff and Kendall, of Newark, N. J. These were so designed to absorb the character of the building. Reflectors were supplied by the Simes Co., College Point, L. I., and the 1000-watt mercury vapor lamps were installed by the Radiant Lamp Corp., also of Newark.

### Colored Incandescents

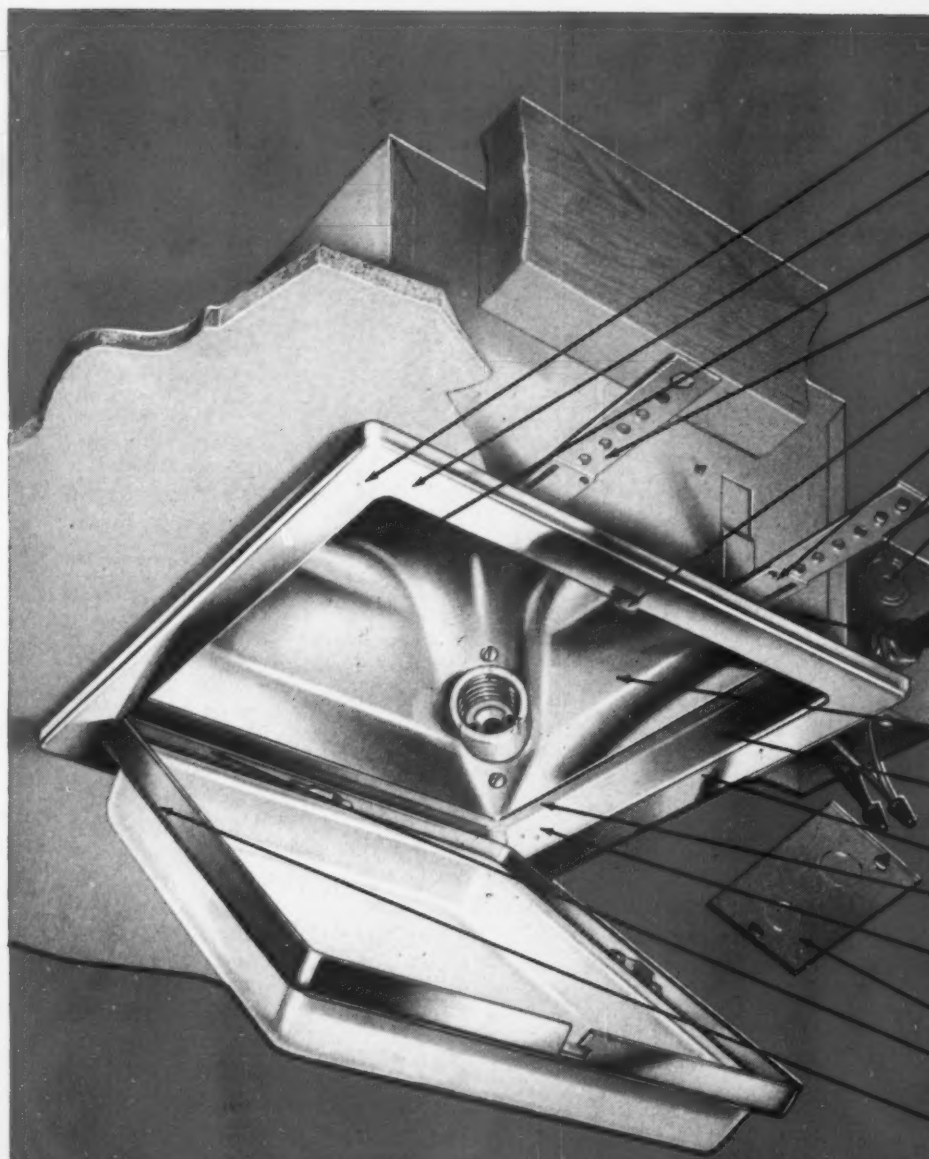
In order to supply sufficient illumination and also add certain glamour to this important area, a variety of colored, incandescent lamps in spun aluminum fixtures were used under the canopy in the car-port area. This eliminated glare and gave a certain colored softness conducive to an atmosphere of relaxed eating comfort. To stimulate a homey feeling, incandescent lamps in distinctive fixtures were used in the restaurant interior and fluorescent lighting was allocated to the kitchen and work areas.

A warm and friendly brilliance was the goal in this lighting project not only as a means of attracting and beckoning potential customers but also to emphasize a subtle and effective color scheme of white, blue and orange. Both in the interior and on the exterior, the colors took on a new dimension and gave a gay, holiday atmosphere to the entire surroundings.

According to Mr. Thomas E. Saxe, Jr., president, this fifth Marbett Drive-In has set the pace for more such operations in the future. The brilliance of this new location has stimulated the use of more varied and effective lighting in other company drive-in locations. Mr. Saxe is thoroughly convinced that kilowatt pennies can return in sales dollars if one sees things in the right light and is bright enough in his thinking.

### Ed. Note:

A view of Marbett's Drive-In Restaurant is featured on our Cover.



- Modern narrow design drawn seamless trim.
- Four popular finishes. White, aluminum, brass, chromium.
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- Fast, easy installation with snap-on extension bars.
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- Trim interlocks with reflector, eliminates light leaks.
- Frame within a frame—outer trim need never be removed.
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- Matching color two-part trim.

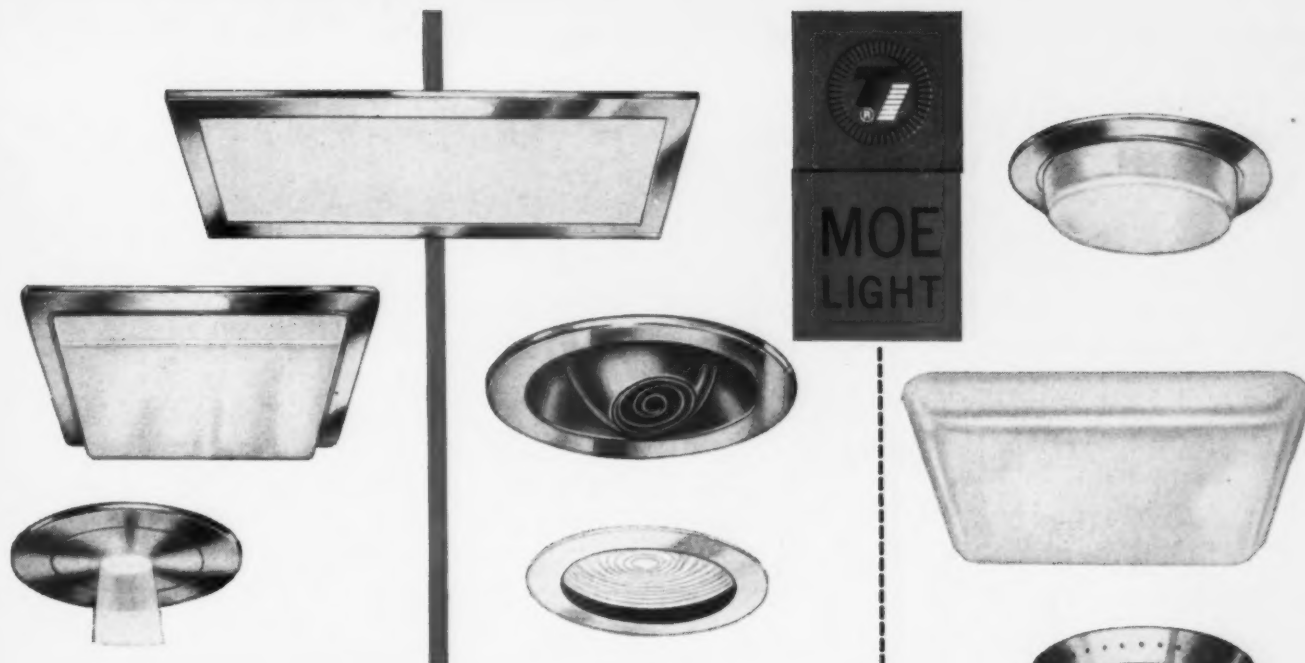
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The lobby of Number Two Fifth Avenue, New York has a traditional character.

## ***Lighting for Lobbies***

**S**UCCESS in lobby lighting depends very much upon good interior design as well as upon good lighting techniques. Several lobbies in which both of these requirements are met are seen in the photographs shown here.

### **Reminiscent of Gas-light Days**

An air of traditional elegance is created by Intramural, Inc. in the lobby of Number Two Fifth Avenue, New York, where Beryl S. Austrian, A. I. D. president has used a series of especially designed chandeliers developed

around antique gas globes, although entirely modern in lighting technique.

An unusual effect is produced by several groups of these chandeliers in various areas of this extensive lobby. Other lighting is provided by means of a series of simulated French windows, which are back-lighted to produce the appearance of sunlight coming through the curtains.

The color scheme of the lobby is green, grey, black and white, enhanced by grey-veined white marble columns and a black marble entrance foyer, to recall the grandeur of Nineteenth Century living. The lighting

fixtures were executed by Lightolier, Inc., Jersey City, N. J.

#### Chandeliers of Brass and White Glass

A different treatment that features a handsome, large chandelier is seen in the view of the entrance to Randall House, 63 East Ninth Street. The interior gains much design interest through the use of a handsome Danish chandelier of brass and opaque white glass which was especially designed by Beryl S. Austrian, A. I. D. and Carl E. Norris, of Intramural, Inc. and executed by Hansen Lamps.

Other features of interest in the lobby include a screen-wall of translucent glass and narrow muntins of wood, textured beige vinyl wall covering, beige and brown harlequin squares in vinyl for the floor, and a walnut chest combined with black Carrara glass.

#### Crystal Wall Fixtures

An effect of great spaciousness and elegance is secured in the lobby of 50 East Seventy-ninth Street, New York through the use of an unusual ceiling of dark green Micarta in a design of rectangles that repeats the pattern of squares in the pale beige-and-black marble floor. Handsome Orrefors crystal wall fixtures, imported by Hansen Lamps add a special note of contemporary design to this formal lobby, which is created throughout with modern materials.

#### Contemporary Design

A completely contemporary design treatment has been employed by Intramural Inc. in the restyled reception area of the Industrial Rayon Corporation, at 500 Fifth Avenue, New York, through the use of warm, earthy colors and modern lighting fixtures. Designed by Beryl S. Austrian, A. I. D.

The Danish hanging fixtures, by Metropolitan Lighting Company, carry out the modern theme. The luminous top of the teak chest adds an accent to the display and to the company's initials. All of the carpets, fabrics and wall-coverings for this interior show the use of Industrial Rayon products.

A handsome chandelier of brass and white glass is a feature of the lobby of Randall House, 63 East 9th St., New York.

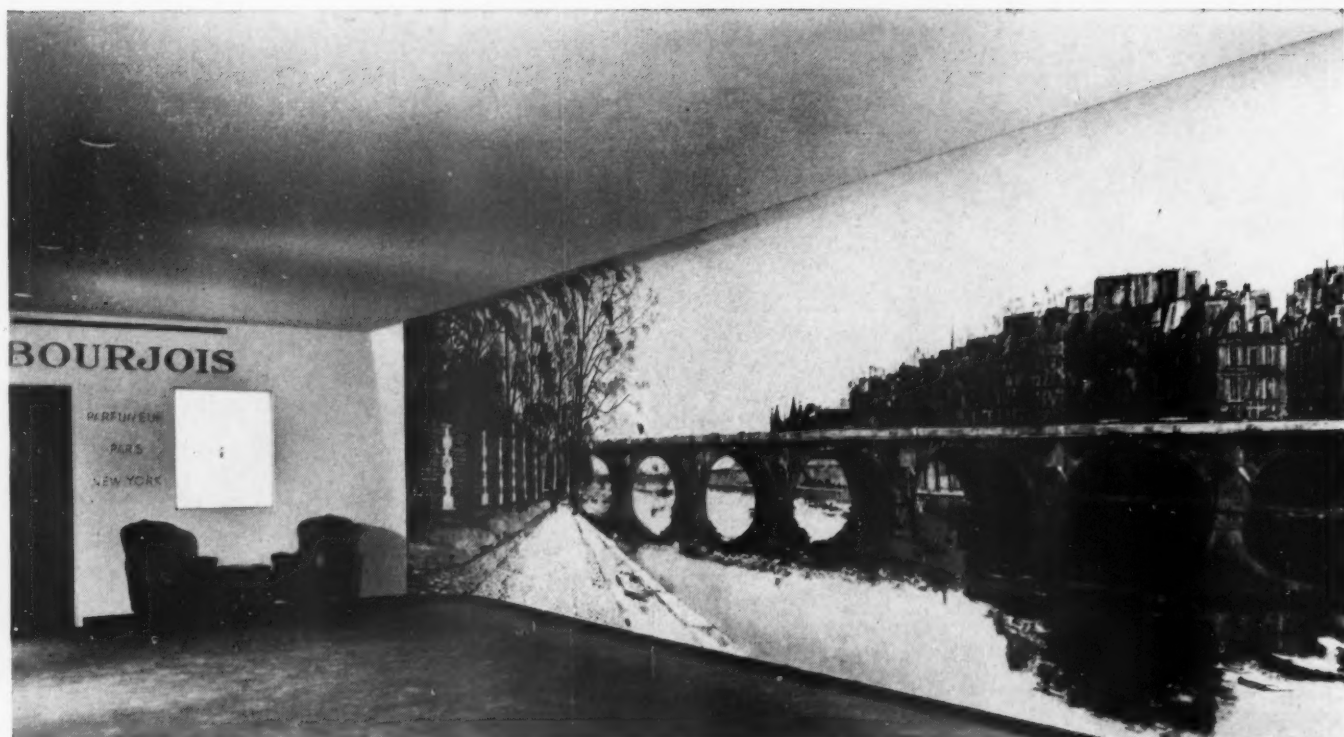


Crystal wall fixtures lend distinction to the formal lobby of 50 East 79th St., New York.



The reception room of the Industrial Rayon Corporation, 500 Fifth Avenue, New York has modern, shallow dome lighting fixtures.





This mural by Bernard Lamotte is remarkable for the illusion of distance produced by its perspective. This effect is heightened by the special lighting designed by Thomas Smith Kelly, A.I.E.E., I.E.S., lighting consultant. Tom Lee, A.I.D., I.D.I., interior designer. Photograph by Henry S. Fullerton.

## Lighting A Three-Dimensional Mural

A startlingly realistic mural, showing a view of the Right Bank of the River Seine, greets the visitor to the new offices of Bourjois, Inc., perfumes, at 711 Fifth Avenue, New York. It occupies the entire wall, 44 feet long, facing the elevators in the reception area. The mural, painted by Bernard Lamotte, is remarkable for the three-dimensional effect of its perspective, which produces the illusion of distance, of being able to look through the arches of the bridge and beyond. This effect is heightened by the special lighting, which was designed by Thomas Smith Kelly, I. E. S., A. I. E. E., lighting consultant. The interior decoration of the offices and showrooms was designed by Tom Lee, A. I. D., I. D. I. of New York City.

The lighting equipment is concealed in a recess or pocket in the ceiling, along the top of the mural. In this recess are hidden the wiring channel, trough-shaped housing of the fixture, lamps and other parts. The light sources are 20-watt frosted reflector spot lamps mounted close together with transverse baffles between them. These lamps are operated on 28 volt current from a transformer that steps down the voltage and the lamps are on dimmer control. The equipment provides unusually even dis-



control. This equipment provides unusually even distribution of the light over the surface of the mural and accurate control of the intensity and quality of the illumination. The lighting is as much an element of the mural as the material in which it is painted, for the artist insisted upon having this lighting installed before he started painting, so that he could take into account the effects produced by the illumination.

Two period chairs and a handsome chenille carpet, of light beige color complete the setting in this lobby, where there is nothing to distract attention from the mural. The general lighting in the area is furnished by round, recessed down lights in the ceiling.

### Showrooms and Offices

The decor of the perfume showrooms continues the illusion of being in France. Polished black lacquered tables and chairs point up the use of the palest beige oak walls and cabinets. Lush black carpeting contrasts with the sleek glass shelving used to display the Bourjois perfumes and beauty products. There is fluorescent lighting in the cabinets and show cases. The general lighting is provided by recessed down lights.

In contrast with the "*chi chi*" of the perfume industry and the femininity of the products handled, the decor of the president's executive office is simple and masculine. Despite this simplicity, elegance has its place here also, as can be seen by the objets d'art, an 18th Century painting and the luxurious chenille carpeting. The general lighting in this office is from round recessed down lights.

A feature of the president's office is a desk designed to permit the seating of large groups around it for daily staff meetings, without crowding. Lighting on this desk is provided by down lights recessed in the ceiling overhead.

The Johnson Electrical Corporation, New York, was the electrical contractor. The recessed down lights in the lobby, showrooms, and president's office are by Century Lighting Inc. Fluorescent lighting in showcases and cabinets is by Garden City Plating and Stamping Co., Chicago.



LIGHTING, May, 1960



In the president's office, a desk of special design provides for the gathering of large groups without crowding at daily staff meetings. General illumination of the room is provided by down lights. Rich, brown carpeting in combination with polished wood walls, beige draperies and beige leather upholstered chairs. Tom Lee, interior designer.



In the showrooms, Bourjois perfumes and beauty products are displayed on sleek glass shelves in a setting of the palest of beige oak walls and cabinets, in contrast with rich black carpeting and polished black lacquered tables and chairs. Fluorescent lighting in cases from concealed sources. General illumination from recessed down lights in the ceiling. Tom Lee, interior designer.

# *The Age Of Specialization In Lighting Fixtures*

by Irving Beber, Lighting Consultant

SINCE the end of World War II, the lighting industry has come a long way both in design of fixtures and specialized application. The discovery of new materials, ideas and new ways of fabrication have blended well with new ideas in construction and design.

Today, a lighting salesman must sell more than just a line of fixtures. This is the age of specialization. Every job is unique in itself and no two are ever alike. Therefore, each job must be approached as a new and specific application when the fixtures are selected.

To break this theory down to a finer degree, each type of lighting must be specific. There are hospitals, gyms, cafeterias, auditoriums, penal institutions mental institutions and many commercial installations too numerous to mention. Each of the mentioned installations have different problems and each one takes different fixtures to give the desired effect.

Having worked on many hospitals, penal and mental institutions in various parts of the country, let us briefly take these three to explain our theory.

Fixtures for mental institutions must be tamper-proof so patients cannot get to the bare lamp to either injure themselves or disrupt the service. For relamping a special pin type wrench is provided for the maintenance man so he only can service the fixture. There are double-thick heat-tempered lenses to prevent or hold breakage down to a bare minimum. Also there are special lenses that when they break or shatter, the lense crumbles into tiny granules with no sharp surfaces to cut the individual. Penal institutions have some of the same problems and some others as well.

Hospitals are very diversified in special lighting due to the specific applications. The operating rooms must have a high level of illumination and fixtures must be glare- and shadow-proof. The rooms for patients must have a warm soft level of light or what we call mood-lighting to create a relaxed pleasant atmosphere for recovery purposes. The reception room and lobby takes the same type of lighting but also needs decor and dramatic lighting if so desired. We mention merely the high spots since we can break this down to yet a finer degree. Night lights and emergency lighting systems are also provided for on all three types of jobs.

I have not mentioned fluorescent or surface mounted fixtures which are important and necessary since I have spent more time with incandescent recessed and personally favor this type. This article is therefore devoted to one type of lighting.

Regardless, today everyone concerned, is well aware that the finest architecture along with interior decoration must have a fine lighting job to blend all into a compatible package. No building is better than its lighting.

# Lighting NEWS LETTER

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PICK A NUMBER between 12- and 18-million is the challenge of General Electric's current fluorescent lamp "Money Saver Contest." Contest for commercial and industrial lamp users — entry blanks available through any GE large lamp distributor. Deadline June 1, 1960.

\* \* \*

A NEW HOUSEPOWER Profit Clinic launched by the "Live Better Electrically" program of Edison Electric Institute. Housepower profit kits are available from local electric utilities.

\* \* \*

THE ALL AMERICAN house displayed in London recently was top feature news in the British press.

\* \* \*

A COORDINATED INDUSTRY-WIDE program was launched in the National Housing center in an effort to lick the problems of out-dated and multiple building codes which hamper the entire construction industry.

\* \* \*

OWENS-CORNING FIBERGLASS sales personnel use business cards of Fiberglas.

\* \* \*

LAS VEGAS, NEVADA is site of "Sixth National Electrical Exposition" October 24, 25, 26, 1960. National Electrical Contractors' Assn. (NECA) sponsors.

\* \* \*

HEXCEL PRODUCTS INC., Berkeley, Calif. licensed a Japanese firm to produce and sell metallic honeycomb core materials and "Honeylite", a lightdiffusing luminous ceiling material.

\* \* \*

FIRST ANNUAL CONSUMER Electrical Living Show "Electra City, U.S.A." New York Coliseum September 10 through 18, 1960.

\* \* \*

MOTOR VEHICLE ACCIDENTS killed 37,600 and injured 2,870,000 persons on U.S. highways during 1959.

\* \* \*

THE 29TH ANNUAL NATIONAL Conference of the "American Institute of Decorators" May 15th through 20th, Beverly Hilton, Beverly Hills, Calif.

\* \* \*

"LIGHTING MAKES YOU FEEL BEAUTIFUL," title of booklet from Edison Electric Institute, 750 Third Ave., N. Y. 17, N. Y.

\* \* \*

RECENT HOUSEPOWER SURVEY revealed average cost for home modernization in wiring was 196 Dollars.



INTELLECTUAL WORK MAKES for a long life according to a Swedish Scientist. Average lifespan of American professors 67 years, compared to 61 years for streetcar conductors and 58 years for typographers.

\* \* \*

TEN THOUSAND ITEMS from 12 Pacific Rim countries were displayed at the Ninth Annual International Trade Fair in Seattle's National Guard Armory, April 28 through May 8.

\* \* \*

"GENIE MODEL 410" a heavy duty automatic overhead door operator with a lifting force of 250 pounds, (sufficient to operate oversize garage doors up to 10 feet high and 20 feet wide) introduced by The Alliance Mfg. Co., Alliance, Ohio.

\* \* \*

ANNUAL GOLF OUTING of the New York Lamp & Shade Manufacturers Assn., May 19th, Ridgeway Country Club, White Plains, N. Y.

\* \* \*

DESIGN ENGINEERING SHOW opens at New York Coliseum May 23-26.

\* \* \*

TO PROMOTE THE services of qualified electrical contractors Minnesota Mining & Manufacturing Co. runs six ads in successive issues of Saturday Evening Post. One of the advertisements entitled "Yes, good lighting is good business . . ."

\* \* \*

ALLOWANCE FOR FASTER depreciation write-offs on new machinery and equipment in new tax revision bill should help electrical distributors and other small businessmen.

\* \* \*

A STUDY DESIGNED to improve the status of the 90-odd firms comprising the illumination products industry in the New York City area will be made at Cornell University during the next 15 months.

\* \* \*

SLATER ELECTRIC & MANUFACTURING CO., Inc. has opened a permanent exhibition in the Architects International Bureau of Building Products, Miami, Fla. Called the "Buildorama" it is open to the public.

\* \* \*

SCHEDULED FOR COMPLETION July 1, 1960, is "Market Hall," 70,000 square foot trade show building, fourth major unit in the Dallas Market Center.

\* \* \*

THE AMERICAN WOOD Working Co., completed a new plant in Montello, Wisconsin. Covering a single level area of 40,000 sq. ft. the plant is airconditioned and dust-proofed. The company specializes in automatic wood turning.

\* \* \*

THE FRANK M. TAIT Foundation, established in 1955 by the dean of America's utilities industry, has given a three story building in downtown Dayton, Ohio, as permanent headquarters and business center for Junior Achievement companies of the area.



Arabian nights are a bright attraction for shoppers at Atlanta's new Arabian Market Place. Two hundred thirty-six General Electric mercury-vapor lighting fixtures bathe the 74-acre Lenox Square Shopping Center with the light of 50 full moons. Standards manufactured by Kerrigan Iron Works, Nashville, Tenn., installed by O. V. Scott Electric and Motor City Electric Co., Atlanta, Ga.

## *New Atlanta Shopping Center*

ADEQUATE PARKING, OUTSTANDING LIGHTING ARE CUSTOMER LURES

Atlanta's Arabian Market Place, Lenox Square Shopping Center, is using a time-tested merchandising technique—good lighting and convenient parking—to lure nighttime shoppers.

Although the center—the largest suburban shoppers' mart south of New York—has been in operation only a few months, Vice President and General Manager John D. Smith said the use of lighting is already paying its own way.

"When a shopping center first opens," he said, "many curiosity seekers drop by after dinner just to browse around and see what the center has to offer. If they like what they see and find shopping a convenience, they'll come back. But the lights do much to bring them in in the first place. Just imagine," he said, "a shopping center without modern lighting. That would be like putting a service station in the middle of a cornfield."

At Lenox Square, shoppers have no problem in picking out a parking place in the 6,000-car lot that, together with 54 stores, occupies the 74-acre layout. The 236 General Electric mercury-vapor lighting fixtures provide daytime convenience for after-dark shoppers.

According to Edward E. Noble, President of Lenox Square, Inc., proprietors of Lenox Square say, "We feel the combination of modern lighting and simplified traffic movement throughout the parking area is the best drawing card we have." The traffic pattern is designed so that customers may park within a few feet of any store in the shopping center.

"Not only does the lighting allow people to drive in and out of the parking area with safety, it also permits them to leave packages in locked cars with less fear of thieves and vandals breaking in," he added. "So far we have had no reports of burglary from parked cars."

To provide the necessary lighting level, the 236 General Electric "powerpack" luminaires are mounted two to a pole at heights of 30 feet on 118 metal standards. The 400-watt mercury units provide 1.0 footcandle of maintained illumination—about 50 times as bright as a full moon—throughout the parking area.

Installation was simplified and costs reduced by use of the "powerpack" luminaire with its built-in ballast. The ballast built into the slipfitter mounting reduces further wiring. Maintenance also is easier with this all-in-one luminaire and re-lamping is required only once every two years.

The Lenox Square shopping center has every need the usual city provides: two department stores, food stores, variety stores, women's stores, six men's shops, six shoe stores, a furniture store, a florist, toy and hobby shops, music and gift shops, and a bowling center. Customer services include beauty and barber shops, laundry, dry cleaning, shoe repair, drug stores, restaurants and snack bars, service station, post office, banking facilities, rest rooms, club rooms, and a public auditorium.



G.E.C. "Comfort in Lighting" fixtures in one of the drawing offices.



One of the many trough reflectors being suspended on G.E.C. trunking on the ground floor of the new building.

## Modern Lighting Aids British Motor Industry

Lighting has played an important part in the modernization and expansion program of the Ford Motor Co. Ltd. at Dagenham, England.

Costing over 75 million pounds, this program is the most ambitious ever undertaken in the motor industry outside America.

The new paint, trim, assembly and facilities building has a floor area of nearly 1½ million square feet and is illuminated mainly by specially designed lighting fixtures using the very latest lighting techniques.

Though not the largest part of the lighting installation, the most interesting feature is perhaps the new G.E.C. "Comfort in Lighting" in the offices and entrance hall. Attractive in appearance, they seem to glow and give no suggestion of the high level illumination beneath them. Although the level of illumination is above the average for such an installation, there is no glare or impression of too much light.

For the main and largest lighting installation in the factory areas the G.E.C. supplied specially designed 5 ft. twin-tube Benjamin Electric Ltd. "Crysteel" vitreous enamelled trough reflectors. These are suspended on G.E.C. trunking, also specially designed for this project.

Throughout the series of paint spray booths, a high level of illumination is provided by similar fittings to those used in the main plant. They are mounted in continuous lines—three each side—behind wired glass panels. These panels are set at an angle of 45° between wall and ventilated ceiling, giving an even distribution of light over the car bodies.

In all, lighting fittings, providing some 30,000 lampways, and 123,900 ft. of trunking were supplied for this effort on the part of the Ford Motor Co. Ltd. to increase its production to meet



the continually growing demand for the latest models.

Posford Pavry and Partners, Consulting Engineers, prepared the electrical plans and the installation in the main assembly building was carried out by Rashleigh Phipps and Co.

#### TECHNICAL DETAILS

##### Lighting Fixtures

The main lighting is provided by 14,027 specially designed twin-tube vitreous enamelled trough reflectors specially adapted to take bi-pin holders and fitted with leads and three-pin fuse plugs.

Underbody lighting is effected by 340 single-tube 5 ft. fittings. The Perspex enclosure on these fittings is partly blacked out to direct the light upwards and downwards and so avoid glare.

There are also 30 single-tube 5 ft. pit lighting fittings.

In the offices, 411 twin-tube 5 ft. fittings from the "Comfort in Lighting" range are used.

The canteen and certain other rooms have been supplied with 202 twin-tube vitreous enamelled trough fittings with louvres 118 single-tube fittings (F62205) and 21 angle fittings of similar type.

The plug-in trunking for suspended or surface wiring systems used in the new assembly building, although specially designed by the G.E.C. for the Ford Motor Co. Ltd., has since become a standard production item.

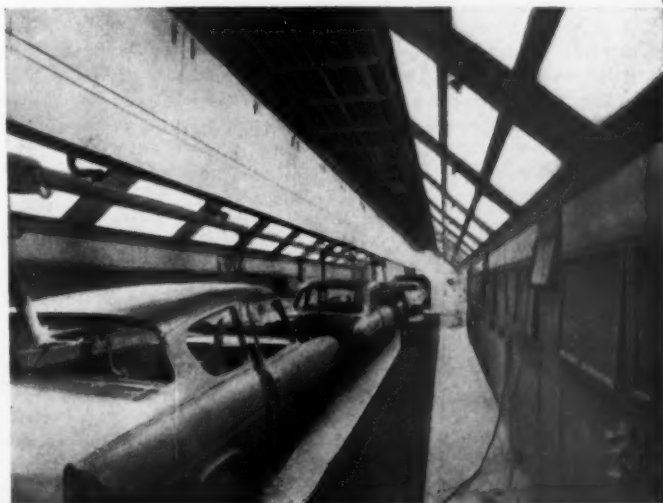
It is supplied wired-up with a 13 amp. socket outlet and adjustable suspension hooks for the lighting fittings. The punched strip along the top facilitates any kind of fixing by hangers.

This trunking has been provided for Ford's new building in 11 ft. 3 in. units complete with bends, tees, stop-ends, etc.

In addition, over 37,000 ft. of basically similar trunking has been or is to be supplied by G.E.C. for other parts of the Ford plant, including the 'body-in-white' building where unpainted bodies are made. Installation work in the 'body-in-white' building was carried out by F. H. Wheeler & Co. Ltd.



Lines of trough reflectors in the car dispatch section.



In the paint spray booths, the lighting fixtures are mounted behind wired glass pane's.

The dining area dramatized by an intimate pool of light from the table-centered chandelier . . . the 8' hi-fi unit illuminated by two Lyteline wall units which also serve to illuminate the grouping of prints . . . and a floor-to-ceiling light column casting three-way light on the occasional chair and the room divider. For added punch, a new light quality is added with the use of a mercury vapor lamp to point up the indoor landscape value of the planter behind the screen.



Correct, glare-free lighting for desk and lounge chair through scientifically engineered table and floor lamps . . . general room lighting and accent for sculpture from a pair of Lyteline horizontal units placed near the ceiling, the unit's walnut facing blending with the furniture for a built-in effect.



## "DECORATE WITH LIGHT"

### DEMONSTRATED AT 1960 DESIGN DERBY

The fundamental principles of the use of light to add drama and dimension to the home were effectively demonstrated in a sparkling studio setting at the 1960 Design Derby.

Designed by Louis Clerico, I.D.I., the studio apartment successfully combines dining, conversational seating, TV and hi-fi, as well as a reading corner and a desk area. With E. W. Commery, former GE lighting specialist, acting as special residential lighting consultant to the project, Lightolier laid out a lighting plan which effectively divided the multi-purpose room according to its many activities.

In discussing the project, Mr. Commery said, "The first principle in decorating with light begins with selecting the important or key objects and areas in your room. These are the places to accent with light.

"By placing the lighting in this way, you will find that light creates living centers of interest. It calls attention to the most important objects in your room, enlivens colors and animates people. It can virtually make the room expand or contract according to the number and kind of lights in use".

Four distinct areas and eight types of lighting are employed in the setting to demonstrate this principle.

The area to the right has a walnut desk, lounge chair and ottoman, and a wall cabinet. To light this study section, a flexible 20/20 reading lamp is stationed next to the lounge chair. With telescoping shaft and rotating stem, the light can be directed higher or lower and moved to the precise position desired. On the desk is a Lumilon desk lamp. Scientifically engineered to place the light at the right height for eye comfort and spread light over the desk area, the Lumilon also features an exclusive one-piece shade-diffuser for correct glare-free illumination.

General room lighting, accenting the wall cabinet and sculpture, is achieved with a pair of Lytelines, mounted near the ceiling. This slim horizontal unit has a walnut front which blends harmoniously with the furniture and achieves an architectural, built-in look.

In the living area an eight-foot hi-fi and television cabinet stands against one wall with an attractive grouping of prints and drawings above it. On either side are occasional chairs and opposite the cabinet is a small sofa with a lounge chair beside it. Again, three kinds of illumination are called for and three kinds of Lightoliers provide them.

Over the eight-foot entertainment center, placed low to serve a double function, are two Lyteline units in tandem. Here they

are faced with translucent white linen case-ment laminated in plastic for a soft textured glow. The Lytelines shed light down on the cabinet and also up, to light the grouping of prints.

Uniting the sofa with the chair is a tall and stately table lamp. Blending with the furniture and the color scheme of white, green and blue, this lamp is a cylinder of white grillework, encased top and bottom by walnut.

The third light source for the living area is a floor-to-ceiling Lytespan with three lights attached. This arrangement, which can be tailored to individual settings and needs, solves many lighting problems with various lights angled in different directions.

The dining area is distinguished from the rest of the room by an ingenious cutting away of the carpet to reveal a circular inset of polished tile. Further dining emphasis is created with a decorative chandelier, light and airy, in keeping with the spirit of the room, but shedding a warm and intimate pool of light over the table.

A final touch of decoration with light for the studio apartment is provided with the use of a mercury vapor lamp for the planter area. Bringing an entirely different quality of light into play, the mercury vapor lamp casts a pale phosphorescent glow against the greenery, molding an indoor landscape, an increasingly popular decorating device.

# MODERN STREET LIGHTING SUITS McPHERSON CITIZENS TO A "T"



Top left outdated street lighting fixtures made downtown McPherson, Kan., a gloomy place. Right: Modern GE fluorescent "T" lighting units make the place cheerful. Loved ones and property are safer in well-lighted streets. Standards manufactured by American Concrete Pole. Installed by McPherson Water & Electric Co.

The new street lighting system at McPherson, Kan., suits its progressive citizens to a "T."

The "T" applies literally in McPherson where a new General Electric fluorescent T-lighting system has been installed. This is the first major application of T-lighting, so called because the three six-foot, four-lamp units on each pole form the letter T.

Installation of the modern fluorescent system climaxed a two-year relighting program which brought major lighting improvements to the residential areas, main thoroughfares and inter-sections, and the downtown section of the city of 10,000 persons.

As a result of the new street lighting, McPherson City officials anticipate reduced nighttime crime, fewer traffic accidents, and better business.

F. D. Diehl, Superintendent of McPherson's Water and Electric Department, pointed out that "good street lighting helps attract desirable new industries."

"Many industrial development commissions advise that a city, in order to be attractive in industry, must first be attractive in itself," Mr. Diehl explained.

"The fact that good street lighting is a major factor in drastically reducing nighttime accidents is well documented," he added. "There is also strong evidence that good lighting makes enough difference to be counted as an ally against crime.

McPherson Police Chief Paul Smith said, "Our new street lighting program has just about 'illuminated' crime out of existence in residential areas." In the first year after installation of the residential lighting, there were no window peepings, house burglaries, or prowlers reported in a neighborhood that averaged 30 cases a year during the previous decade.

First installation completed in the \$378,000 program was in the residential area where 1,200 incandescent luminaires were turned on in December, 1957.

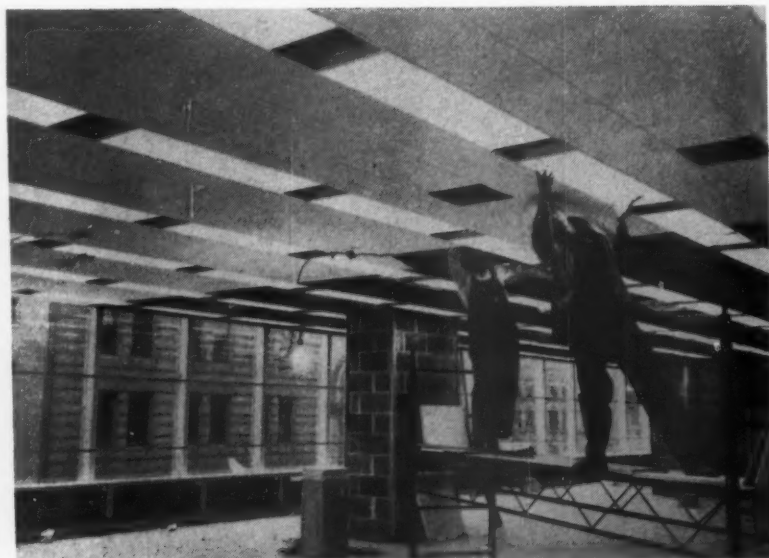
A total of 474 General Electric "powerpack" mercury-vapor luminaires now light the four main thoroughfares leading to the downtown area and four highway intersections on the outskirts of town.

Last to be installed were the 344 fluorescent units in the downtown area. The 96 three-unit T-lighting installation provides more than 100,000 lumens each. Single fluorescent fixtures are mounted on each of 56 other poles. Maintained illumination in the downtown area is 6.5 footcandles—giving McPherson one of the brightest business sections in the nation.

The new lighting system is being financed by revenue from the city's Water and Electric Department with no bond or tax money being involved for the improvement.



# Unique Integrated Ceiling Developed for Chase Manhattan



Installation of Lightolier fixtures at The Chase Manhattan Bank's new head office building; Skidmore, Owings and Merrill, architects. With spacer frames still vacant for air conditioning or loudspeaker units, special acrylic lens is being slid into place. Lens has integrally molded reinforcement—requires no metal frame.

## Office Lighting



Fixture is supplied with mounting lugs in place. They are swung into position and tightened by hand with a self retaining thumb screw. No loose parts or tools required.

A unique lighting system which features close integration of lighting fixtures with air conditioning and public address systems has been developed for the Chase Manhattan Bank's new Head Office building of Lightolier Incorporated in conjunction with architects Skidmore, Owings and Merrill.

This system was a year and a half in the development stage and is based on a building module developed by SOM for Chase Manhattan measuring 58" x 58". The fixture itself has a hinged parabolic reflector for maximum efficiency from two 40-watt fluorescent tubes. An injection-molded acrylic lens is supported on narrow extruded aluminum ceiling flanges. The ends of the flanges fit over tongues on a die-cast spacer frame which is installed between fixtures. The lens, which is believed to be the largest ever injected-molded in one piece, is 3/16" thick, with a pattern of precise regressed prisms to provide optical control for low brightness. An integrally molded hinging pin works with the die-cast frame to allow easy hinging or removal of the lens piece from either side.

The fixtures, over 40,000 of which will be used in the new building, are regressed and flush with the ceiling. They are spaced at intervals of 58" in continuous rows, with 10 7/8" x 14 1/2" spacer frame reserved for air conditioning diffusers, loudspeaker units or, covered with an unobtrusive white metal pan, left vacant. The result is a ceiling with an harmonious, unified appearance rarely achieved in modern office architecture today.



H-runners of concealed H-ceiling are in place and fixture is being put into position.

*Sterling*

**Incandescent Recessed  
featuring  
one-piece die-cast frames**

*in great demand by Contractors,  
Decorators, Home Owners because:*

- One-Piece frames provide clean, uncluttered lines
- Made of special alloy with great strength and high resistance to rust
- Easiest to install quickest to relamp
- 8 Frame sizes for Square, Rectangular or Round
- From 60 watt to 300 watt capacities
- 6 Frame Finishes • 9 Glass Panels

Die-cast in  
one solid  
piece.

*Send for Catalog*

**Sterling**

INDUSTRIES, INC.  
5697 Rising Sun Avenue  
Philadelphia 20, Pa.

### Sunbeam Lighting Company Introduces a New Sculpturama Series

Sunbeam Lighting of Los Angeles, California, and Gary, Indiana, has combined the Sculpturama design with the Holophane Prismalume acrylic lens panel to achieve a new sculptured look in lighting. The unit's all-curved styling brings a "softer" friendlier atmosphere to commercial interiors. Its blend of gentle curves results in excellent low brightness control both from the illuminated metal sides and the prismatically sharp prismalume.

Prismalume is a single, inwardly curved 1' x 4' (nominal) acrylic lens panel with reinforcing prismatic crosswise ribs.

Life-long resistance to discoloration is assured with this lens panel. The sturdily framed panel may be opened from either side on full-length "hook-on" hinges. The new Sculpturama is an extremely shallow, surface-mounted unit with no visible hardware to mar its clean sculptured look. For further information write Sunbeam Lighting Co., 777 E. 14th Place, Los Angeles 21, California, and 3840 Georgia Street, Gary, Indiana.

### "Controlens" by Holophane

Holophane Company, Inc., announces the new 6000 Series luminaire featuring Holophane crystal-clear, acrylic, prismatic Controlens\*.

Its distinctively clean, shallow appearance integrates with a wide variety of modern interiors combining economy, visual comfort, and high efficiency.

The 6000 Series is only 3-13/32" deep to ceiling line. Each of the two lenses is made of one, single injection molded piece 4' long. The lenses are held entirely without any visible frame and are separated along the center of the fixture by a 3" wide ballast chamber cover recessed 1" above the bottom of the lens. The brightness of this "metal-prism" center strip is similar to the brightness of the actual lenses. No. 6000 appears uniformly luminous. The end plates are wafer-thin, die-cast of high quality zinc to complement its streamlined design.

Each Prismalume\* enclosure is held on one side by a steel channel riveted directly to the plastic. On the other side, two 4" hinges provide simple relamping by a "free-swinging" attachment of lenses to fixture. Plastic square button latches are a simple

push-pull device which hold the lenses in the closed position.

\* For further detailed engineering information consult: Holophane Company, Inc., 342 Madison Ave., New York 17, N. Y.

### Exit

"Wafer Thin" 50 Line by McPhilben is the most compact code-regulated Exit ever manufactured. Features all cast aluminum construction with precision-stenciled face or glass inscription panels, two-circuit wiring for either incandescent or fluorescent lamps, for 120 or 277 volt systems, and integral down-light, providing illumination of doorway in the event of an emergency. New, patented, internal cast hinge-and-lock eliminate all external hardware—door remains in open position for relamping.

Designer-styled for surface, wall, ceiling, pendant, extending bracket or recessed mounting, with gleaming satin aluminum finish and baked-on, clear lacquer protective coating to complement any prestige decor in office buildings, hotels, schools, hospitals, libraries, theatres and other public locations.

For complete details or sample demonstration, write to: McPhilben Lighting, Inc., 1329 Willoughby Ave., Brooklyn 37, N. Y. Ask for Folio 60-4.

### Custom Fixture

A totally direct lighting fixture designed by Harry Gitlin is now on display in his showroom at 917 Third Avenue, New York City.

Glareless illumination, rapid installation, and ease of maintenance are featured. A honeylight louver of low surface brightness prevents exposure of the light source.

The standard unit is finished in light grey, with a flat white reflecting surface. Custom units in brushed brass, brushed aluminum or color-matched tones are available. Special decorations, stem lengths or other adaptations can be developed from the basic fixture.

Samples can be seen at Harry Gitlin—The Lighting Workshop—917 Third Avenue, New York City; and a complete catalog and price list will be sent upon request.

# Personnel News

## New Geringer Agents

Stanley J. Brown, Sales Manager for Geringer and Sons Manufacturing Corporation, Peekskill, New York announces the appointment of the following agents:

H. Breeden Moore, Jr., P. O. Box 3337, Myrtle Beach, S. C., State of South Carolina.

James L. Griffith, 311 Chesterfield, Nashville, Tennessee. State of Tennessee.

W. Tom Ellis, 208 South Broad Street, Mobile, Alabama. State of Alabama.

Ted Hamre, 706 Spruce Street, Martinsville, Va. State of Virginia.

W. H. Kimball, 3201 W. Liberty, Pittsburgh, Pa. Western Pennsylvania, West Virginia.

George W. Jigamian, 1199 Merchandise Mart Plaza, Chicago, Illinois. State of Illinois.

Jim Dawson, 661 Delaware Street, Denver, Colorado. Rocky Mountain States.

The large increase in sales since the addition of the Geringer Thrift Line (introduced just one year ago) it was necessary to reallocate territories and increase representation to furnish more complete and concentrated service to their customers.

## Gries Reproducer Corporation Extends Teves-Barrier Sales Territory into Mississippi

A major expansion in the sales territory of Teves-Barrier, Inc., sales representatives in the South and Southwest, to include the state of Mississippi, has just been announced by Mr. Joseph Saks, Director of Sales, Gries Reproducer Corporation, New Rochelle, N. Y. Headed by Mr. Fred W. Teves and Mr. Blaine Barrier, the firm has demonstrated an outstanding sales record in marketing all of the GRC zinc alloy die cast and plastic molded small parts to order or from stock in its former territory, which included Texas, Oklahoma, Arkansas and Louisiana. The organization maintains offices in Dallas and Houston and directs its sales efforts mainly at manufacturers and jobbers in the wholesale hardware, houseware and variety, automotive, lamp and fixture supply, plumbing specialty, and furniture hardware fields.

Before their merger, both Mr. Teves and Mr. Barrier headed their own organizations. By education and training each partner is endowed with a creative approach to the problem of industrial sales. Mr. Teves formerly represented Gries Reproducer as Fred W. Teves Company and served for seven years as field sales engineer for the Richardson Company, Melrose Park, Illinois. He has a BS in Mechanical Engineering from Syracuse University, and is a member of the American Society of Mechanical Engineers, the Society of Plastics Engineers and the National Association of Manufacturers Agents.

Mr. Barrier received his BS in Mechanical Engineering from Mississippi State.

## Appointed Guth Lighting Representative

Roger E. Bessmer has been appointed by the Edwin F. Guth Company, St. Louis, Missouri as their new lighting representative for Western Missouri and Northern Kansas.

Mr. Bessmer has over 5 years experience as a lighting manufacturer's representative and has actively assisted in designing fixtures. He is well qualified to plan and engineer complete lighting installations.

Mr. Bessmer's wide experience in working with architects, engineers, contractors and electrical distributors will prove a most valuable asset to the Guth organization.

He is an active member of the Illuminating Engineering Society — Heart of America Chapter.

Mr. Bessmer has also served as president of the Independence Junior Chamber of Commerce, and was vice president of the Missouri Junior Chamber of Commerce.

## N L Appoints New Field Representatives

N L Corporation, 2480 East 22 Street, Cleveland, Ohio, manufacturers of Ecclesiastical and Commercial Lighting Equipment has appointed three new Field Representatives. Dick Fernandez of Madeira Beach, Florida has been engaged to cover central and northern Florida. John Schuler of Portland, Oregon is now representing N L Corporation in the state of Oregon and parts of Idaho and Washington. Nick Nichols of Little Rock, Arkansas is now covering the state of Arkansas for this firm. These three appointments are a part of the expanding sales force of N L Corporation, giving this firm complete nationwide coverage.

## Thomas Merchandising Manager

Nelson Bleisch has been appointed a merchandising manager at the Fort Atkinson (Wisconsin) plant of Thomas Industries, Inc., leading manufacturer of residential, commercial and industrial lighting fixtures.

Bleisch will be responsible for merchandising a division of the company's residential lighting lines.

Prior to joining Thomas Industries, Bleisch was a residential lighting advisor for the Union Lighting Company in the St. Louis area. While Bleisch was with the St. Louis firm he conducted residential lighting promotions and held lighting training programs. He is a charter member of the Residential Lighting Forum in St. Louis, which is chartered by the Illuminating Engineering Society.

Bleisch attended Washington University in St. Louis and graduated in 1950 with a B.S. degree in business administration with a marketing major.

## Western Lighting Sales Manager

Milton Weiner, Sales Manager of Western Lighting Corp., 3815 Medford Street, Los Angeles, announces the appointment of Gabriel "Gabe" Broday as a lighting sales engineer for the Southern California area.

## Duray Appointment

Mr. Norman Davis of Davis Sales Co., 1291 Hazelwood St., St. Paul, Minnesota, has been appointed the sales representative for Duray Fluorescent Manufacturing Co., Chicago, Ill. in the territory of Minnesota, North and South Dakota. Duray Fluorescent Manufacturing Company, 3318 W. Montrose Ave., Chicago 18, Illinois.

## Ray J. Noel Company Representation

The Ray J. Noel Company, Inc., who represented the Advance Transformer Company of Chicago for better than ten years throughout the state of California, has severed connections with that company. They are now the Southern California representatives of the following lines:

Sola Electric Co., Chicago, Illinois.  
Kulka Electric Corp., Mount Vernon, New York.

Robertson Transformer Co., Blue Island, Illinois.

Ray J. Noel has for many years, or since the inception of the firm, represented the Amplex Corporation of Long Island, New York and will continue as this company's representatives. Ray J. Noel Co., 4315 So. Western Avenue, Los Angeles, Calif.

## John Metelnick Appointed General Manager of Garco Lighting

Mr. John Metelnick was recently appointed general manager of Garco Lighting, division of Garden City Plating and Manufacturing Co., 2475 Elston Ave., Chicago, by C. K. Kurtzon, president.

Mr. Metelnick will direct all operations of the lighting division. He joined Garden City in 1947 as a member of their Canadian sales force. Shortly after he was made general manager of Garco Company of Canada Ltd. He developed Garco's Canadian subsidiary into a full manufacturing unit of the parent company. Later he was appointed Vice President of Garco Canada.

## Chassaing Brothers-Lighting New Guth Manufacturers' Representatives

The Edwin F. Guth Company is pleased to announce the appointment of Chassaing Brothers-Lighting, as their new lighting sales agents for Eastern Missouri, including greater St. Louis, Southern Illinois and Paducah, Kentucky.

Both Mr. Brooks Chassaing and Mr. Joseph Chassaing, brothers and partners have a broad and diversified knowledge of the lighting field.



## New Products Center

The all-new New Products Area on the third floor of the National Housing Center, 1625 L Street, N.W., Washington 6, D. C., features many of the new products used in the Research House recently built in East Lansing, Michigan, by the National Association of Home Builders and Michigan State University.

Builders and architects will be particularly interested in the dramatic application of plastics, and the new functions which manufacturers have devised for traditional materials.

Among the more than 20 displays of futuristic construction materials, visitors will find colorful roof panels coated at the factory with tough urethane plastic; natural wood "tiles", designed to be applied directly to a concrete slab; high-temperature vinyl plastic hot and cold water piping that cannot rust or corrode, and a new window which controls light and heat and reduces daylight glare.

Also a cost-saving new plastic baseboard containing built-in electric raceways and wall sockets; a passageway door, cigar-shaped in cross-section, with a refrigerator-type latch action which eliminates the need for turning a knob, and a one-piece fiberglass-reinforced polyester bathroom countertop and double sink.

The Housing Center plans to change the New Products Area every 90 days, using a completely fresh group of new home building materials and equipment, submitted by research-minded manufacturers from all over the country.

### 440-Volt Program Time Switch Has Built-in Transformer to Eliminate Motor Burn-Out

A program time switch for 440-volt use, with no danger of motor burn-out, has been announced by Tork Time Controls, Inc. The unit is essential wherever timing control, working from high-voltage lines, is desired.

Standard 440-volt time switches, with many coil windings in the motor, are subject to lightening surge and other fluctuations in power lines. High voltage also means high mortality for these time switch motors.

Tork solved the problem by building a 440/120 volt step-down transformer into the clock. This permits use of a standard 120-v. motor. The transformer protects the time switch against the dangers besetting the old motors.

The time switch itself allows for the programming of any intermittent daily operation. ON-OFF settings are in multiples of 15 minutes. Three areas where the burn-out proof 440-v. program time switch will be of immeasurable value are: oil pumping, power companies, and for farm and ranch. Further information is available, without obligation, from the manufacturer, Tork Time Controls, Inc., Mount Vernon, New York.

## New Manufacturer

Formation of Ceiling Materials Company, a new manufacturer and distributor of materials for illuminated ceilings, was announced today by Murray Reiter, president of Light & Power Utilities Corporation. Ceiling Materials, with headquarters at 1035 Firestone Blvd., Memphis, Tennessee, is an affiliate of Light & Power, a major manufacturer of commercial and industrial lighting fixtures.

"Entry into the illuminated ceiling industry, which has grown so rapidly since World War II, is a natural diversification for the Light & Power interests," Reiter said. "Current plans are for Ceiling Materials Company to operate in the South, Southwest and Midwest with possible expansion within a year."

Ceiling Materials Company will offer any equipment needed for illuminated ceilings through manufacturers representatives. The following lines will use the new company in distributing their products: Owens-Corning Fiberglas Corporation, manufacturer of fiberglas diffusers; Piolite Plastics Corporation and the Tiger Plastics Company, manufacturers of plastic diffusers; Sinko Manufacturing & Tool Company, manufacturers of plastic louvers; and the Light & Power Utilities Corporation's suspension systems division.

Direction of Ceiling Materials Company will largely be in the hands of Light & Power's current management, which consists of Murray Reiter, president; Nathan Tamm, vice-president for engineering; D. W. Hawkins and Ted Salomon, sales managers.

## ELEGANT LIGHTING FIXTURES AND LAMPS

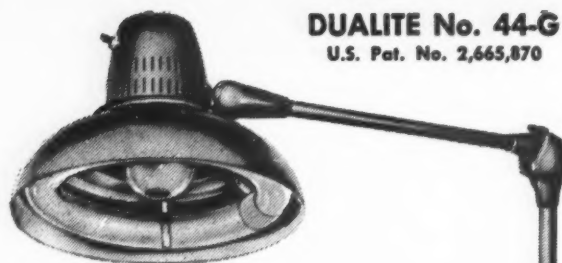


with the authentic touch for any decor or period . . . each cast from our exclusive, original moulds. Custom variations in numerous styles, shapes and glass shades. We also create and design lighting for special requirements. Shown here: Installation in Miller & Rhoads Department Store in Richmond, Virginia. Fixtures furnished by A. E. Allen Inc. and manufactured by The Ruby Company. Visit our showroom or write for illustrated brochure.

THE **Ruby** COMPANY

129 W. 27 St. CH 2-5112, N. Y. 1

Permanent Showrooms: Chicago/Gelbard & Kaplan, #1298 Wdse. Mart; San Francisco/Lloyd Levy, Western Wdse. Mart; Dallas/Ruby Tedder & Sons, Trade Mart Bldg., 2100 Stemmons Freeway.

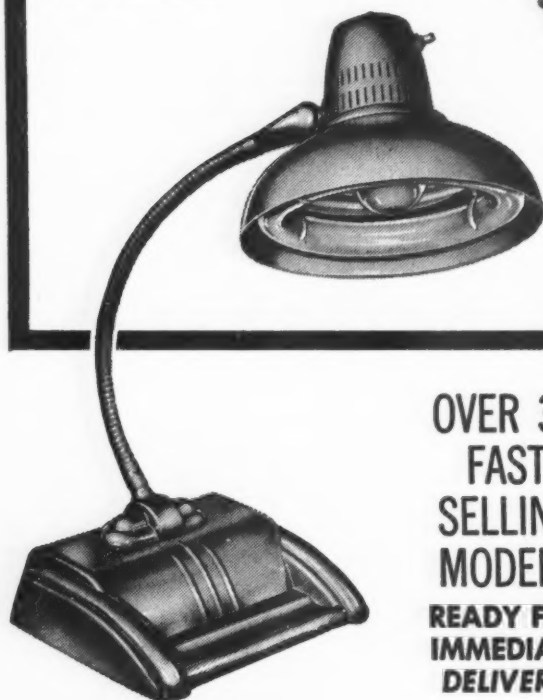
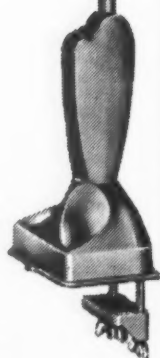


**DUALITE No. 44-G**  
U.S. Pat. No. 2,665,870

**The Last Word In  
Modern Lighting!**

**DUALITE**  
WITH IMPROVED GLARE-FREE  
*Combination Lighting*

The last word in exacting lighting, featuring Acme's advance-design reflector with both fluorescent and incandescent lamps. Ventilating louvers in the double-wall reflector hood supply effective air cooling. Uses the full power of both light sources to give better, more useful illumination with a most uniform light distribution curve. 3-way switch permits fluorescent or incandescent lamps to be used individually or in combination.



**DUALITE No. 88**  
With Flexible Gooseneck

**OVER 30  
FAST  
SELLING  
MODELS  
READY FOR  
IMMEDIATE  
DELIVERY**

**WRITE  
FOR NEW  
CATALOG**

**Acme**  
**ACME LITE PRODUCTS CO., INC.**  
Congers, New York

## Here, There & Everywhere About People, Places & Things

by Charles Michalson



Charles Michalson

N.A.E.D. Convention in Dallas, Texas. Drew a large attendance as usual. Many lighting firms had conference booths and oh, boy, what hospitality suites, which were at various hotels. Really done in a big way—Texas style.

Mrs. Morris Lessans, wife of Morris Lessans of Atlantic Electric Supply Company, Washington, D. C. Quite a painter, saw some of her paintings—really outstanding.

Irwin Elterman, new manager of Inter-County Electric Supply, East Meadow, L. I., N. Y.

Long two page letter from "Spike" Kelly, Erie Glass Company. Letter came from Singapore but Spike had also visited Istanbul, Cairo, Delhi, Bombay and Ceylon. Some trip.

Number of cards from Dave Starr, Houston, Texas who has made extensive West Coast trip. Last one from Las Vegas and Dave says he had money left for cards and stamps.

Ted Schapiro, well known designer has catalog designing dept. and would be glad to hear from anyone desirous of getting out new catalog.

Irving Beber has been named West Coast Divisional Manager of Progress Mfg. Company, Philadelphia, Pa. The West Coast area includes eleven western states, Alaska & Hawaii. Mr. Beber was with Marco Mfg. Company before joining Progress.

My good friend, John Donovan, Service Electric Mfg. Company, Waltham, Mass. still insists on driving me back to Boston when I visit Waltham.

Herman Lebersfeld, son of Mr. and Mrs. Arthur Lebersfeld, Capitol Lighting, East Orange, N. J., is being married on June 19th to Adele Scharfman of Maplewood, N. J. The wedding will take place at Beth El-Temple, South Orange, N. J. After their honeymoon the couple expect to reside in the Oranges.

After attending the recent Llemsa affair, Kenny Gale and his wife, Ruby-Philite, spent a week-end at the Granit Country Club, where he was met by Mr. & Mrs. Robert Bierman, Jandus Electric, and Mr. & Mrs. Laurence Lieberman of Central-Queens Electric Supply Company.

Morris Forster, Star Electric of Newark, N. J. took a ten-day vacation in March. Visited Miami, Puerto Rico, and the Virgin Isles.

Over 1400 'gentlemen' attended the recent gentlemen's party given by Llemsa. Milton Douglas acted as Master of Ceremonies and put on a great show. Harry Lane, Pres. of Llemsa was wearing a smile throughout the evening.

Robboy Electric Mfg. Company, Cleveland, Ohio, making a very compact reel for pulley fixtures.

. . .

Mr. & Mrs. Louis Leinwand, Rosetta Electric, New York, left on the S.S. Constitution, April 12th for a seven week trip to Europe and Israel.

. . .

Wholesalers Electric Supply, N. Y. will be known as Edwards Wholesale Electric Supply. New firm owned by Sid Solomon, Jack Edwards & Jack Salzman. Harry Marrus remains as Manager of fixture department.

. . .

Baby boy—Glenn David Willis, born on January 23rd. Papa is Bob Willis of Willis Electric, Worcester, Mass.

. . .

Norman Edwards, Boston Lamp & Fixture Company, Boston, Mass. recently took a trip to Europe accompanied by Mrs. Edwards. They were away four weeks.

. . .

Phil Holmes, Jay Lighting still a pretty good chauffeur.

. . .

Augie Swift—Swift Electric Supply Company, Union, N. J., a proud papa—a new boy.

. . .

Employee to Boss: "I think you should pay me what I am worth!" Boss: "I'd like to, but the minimum wage law has teeth in it."

. . .

Barry Leib, son of Samuel Leib, Pres. of Quaker City Electric Mfg. Company is returning to Philadelphia after three year in the Chicago territory.

. . .

Mr. & Mrs. Moe Goldman, Studio of Lighting, Springfield, N. J. new proud grandparents of number two. A boy, born to their daughter, Ann Ruth Lerner. Papa is in the Air Force.

. . .

Glad to hear that Phil Knox and George Clifford, both of whom are with Henry Woefers Company, Boston, Mass. are on the mend after long illness.

. . .

Earl Singer, formerly with Lightolier Company, now associated with Boston Lamp & Fixture Company, Boston, Mass.

. . .

Max Lenny, Sales Rep., Framburg & Artolier, recent New York visitor.

. . .

Bill Reiss, Lightolier, Boston, Rep. Vacation in April accompanied by Mrs. Reiss and their children. Hollywood, Florida, Puerto Rico, and Virgin Islands.

. . .

For those who didn't know it, the firm of O. R. Evans & Bros., Washington, D.C. Closed up a couple of months ago, after 49 years in the lighting fixture business. Elmer Evans passed away and is survived by an older brother Oscar, who has retired.



**Geri, The Geringer Gal Sez . . .**

**"IT'S SO HARD TO CHOOSE  
WHEN THEY'RE BOTH GERINGER!"**

"I just can't make up my mind if this No. 171 Golden Line unit I'm holding is more striking than No. 182 above. Both are two lights with Opal glass and finished in Polished Brass. They retail about \$19.50 and both are available in 10", 12" and 14" diameters. Your customers will agree you made the right decision—when you sell distinctive Geringer lighting units."



**THE LINE DESIGNED WITH YOU IN MIND**

**GERINGER**

**L I G H T I N G**

**GERINGER & SONS MFG. CORP.**

**Factory & Offices: Peekskill, New York**

**ASK YOUR GERINGER REPRESENTATIVE  
FOR YOUR SET OF GERINGER GALS**



More and more of your best customers are specifying Howard Miller bubble lamps for important contract jobs these days. A Howard Miller franchise is a path to profits for alert electrical distributors. If you would like to learn how to earn greater profits with less inventory, less overhead and less effort, write today.



**HOWARD MILLER  
CLOCK COMPANY  
ZEELAND, MICHIGAN**



### **New Lighting Prompted By Anniversary**

Another remarkable installation of lighting fixtures has just been completed at the famous Miller & Rhoads Department Store in Richmond, Virginia. The fixtures were furnished by A. E. Allen Inc. of Richmond and made by The Ruby Company, 129 W. 27 Street, New York.

The lighting installation was part of a store-wide 75th anniversary celebration in which the aim was to re-create as closely as possible the elegance of the Victorian period in Old Virginia. Fixtures made by The Ruby Company were selected because of their combination of grace and charm, reflecting the glory of the Old South. The molds used in making the fixtures are authentic replicas of the originals. Exquisite combinations of brass, glass and crystal in the chandeliers carried out and matched in the wall fixtures.

Public reaction indicates that there is a great deal of consumer interest at this time in this type of lighting. Many of the fixtures used in the installation are adaptable for home use.

### **Photovoltaic Cells for the Precise Measurement of Light**

Bulletin GEZ-3005, 8 pages, offers a complete description of these sensors for applications where light is used to perform a control function. Offers graphic data on spectral sensitivity, exposure effect, temperature characteristics, current output, internal resistance and other important factors. Dimensions of all available cells, and typical circuits for single and multiple cell applications, are included. General Electric Company, Schenectady 5, New York.

### **A Unique Post Lantern and Insect Electrocuter!**

Detjen Corporation, Pleasant Valley, N. Y., announce the Detjen Post Lantern.

It is a combination post lantern which not only lights up drive-ways, paths, gardens or patios, but also destroys objectionable night insects which are attracted to its light. Therefore, it not only provides illumination, but also additional comfort and freedom from annoying pests. Insects are electrocuted, automatically and continuously, by an electrically charged grid of wires which surrounds the lamp socket.

The Detjen Post Lantern is also provided with an electric eye which lights up the lantern automatically at dusk and turns it off at dawn. The special electric eye has a delayed action, so that light from passing cars, etc. will not affect it and consequently there is no unpleasant flickering. Furthermore, the Detjen Post Lantern is equipped with a 5-year light bulb and an all-weather electric outlet for Christmas tree lights, hedge trimmers, electric lawn mowers, and other electric appliances.

At this time the Detjen Post Lantern is available in two sizes: Model DPL-1, 22½" high and 9¼" wide (\$150.00) and Model DPL-2, 17" high and 9½" wide (\$135.00). The 3" telescoping steel post is adjustable from 4½ to 8 feet and has a ladder rest for hanging name signs or house numbers. The lanterns come in a satin-black finish with brass trim.

### Kerrigan Expands

Kerrigan Iron Works Co., Nashville, Tennessee, a subsidiary of Rockwell-Standard Corporation announces a program of plant expansion, including new automatic equipment, to improve quality and speed service. Recognizing the steady growth of the lighting standard market, and to better serve municipal engineers, utility engineers, electrical contractors and wholesalers, Kerrigan has recently added the following sales representatives: Berry-Rochi, Inc., Long Island City, New York to cover the New York City and Long Island trading areas; R. W. Mitscher Company, Inc., Buffalo, for New York State; Connecticut and southwest Massachusetts has been assigned to Baynes, Inc. of Hartford; New Jersey to P. M. Dreyfuss & Son of New Shrewsbury, New Jersey; Michigan to J. J. Gorman Company in Detroit; Virginia to Charles C. Laney Agency of Richmond; and C. D. White Company of Boston to the New England States.

### Robertson West Coast Representation

Robertson Transformer Co., Blue Island, Illinois, has appointed Ray J. Noel Co., Inc., 4315 South Western Ave., Los Angeles 62, California, as sales representative. The Noel organization is now warehousing in Los Angeles the popular numbers in Robertson's fast growing line of ballasts, and will cover, for Robertson, the Southern California territory, Clark County, Nevada, and the State of Hawaii.

Ray J. Noel has many years of sales engineering experience. He and his staff will serve the needs of fluorescent ballast buyers in the lighting fixture field, sign-makers, major appliance manufacturers and specialty fixture producers.

### Gibson General Sales Manager

Gibson Manufacturing Company of Atlanta, Ga., manufacturers of Commercial and Industrial fluorescent lighting equipment, announces the appointment of Robert Gibson French of Chicago as general sales manager.

Since finishing school at Duke University in Durham, N. C., Mr. French has spent nearly twenty years in the Electrical Industry. He operated sales agencies in both Kansas City, Missouri, and Chicago, Illinois, representing manufacturers of lighting and electrical equipment. From 1948 to 1957 he served as general sales manager of the Steber Mfg. Co., of Broadview, Illinois.

For the time being, Mr. French will continue to maintain his office and home in Chicago, Ill.

### New VP for PerfecLite



The promotion of Elio Rambaldi to vice president of the PerfecLite Company was announced by Joseph L. Jaffe, Jr., president of the well known Cleveland concern.

Previous to this new appointment, Mr. Rambaldi had been office manager at PerfecLite since 1955 and had also held the position of personnel manager since 1957.

He joined the PerfecLite Company, producers of illuminated exit signs and incandescent lighting fixtures, in 1949, and was their purchasing agent from 1951 to 1955.

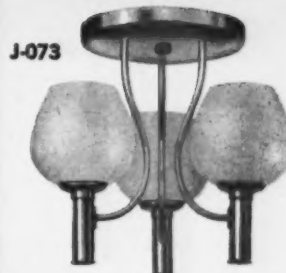
Mr. Rambaldi holds a Doctors Degree from the University of Florence in Italy.

## Concord ... with the distinctive cartridge type torch

identifies a new series of Jaycandescent originals that combine a little of the past, the present and the future



J-074



J-073



J-076

Designs include 5 and 6 lite chandeliers, with or without walnut trim; 3 and 5 lite flush ceiling fixtures; and single lite wall or semi-flush pieces—all of highly polished brass and soft-white or clear champagne glass.

See the entire Concord Series, and many other new designs, at Jay's brilliant new showrooms—or write for details—Dept. L560



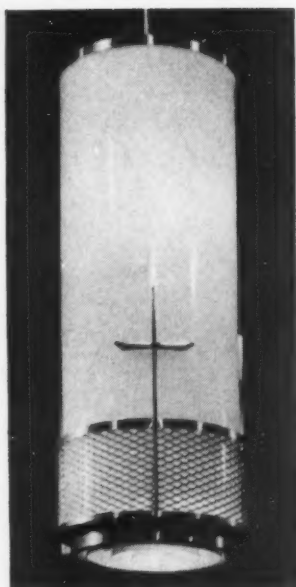
Send for copy of our Supplement 60A



### JAY LIGHTING MFG. CO., Inc.

New Showrooms: 5 East 35th Street, New York 16

Creators of the luxurious hand-crafted Coronet Series—the resplendent Parasol Series—the unusual brass and walnut Anzac Group—and VISORlite, the dramatic wall lighting sensation.



## First in Modern Materials

for your church  
lighting  
fixtures

Eye-Easy research engineers are ever at work to improve our lighting quality and efficiency. New basic materials and finishes are tested, only the best of the latest is used. Request catalogs on our new modern or traditional lines.



## LANTERNS & ORNAMENTAL

## LIGHTING FIXTURES

*Custom-fabricated*

GENUINE BRONZE  
WROUGHT IRON,  
STAINLESS STEEL  
or ALUMINUM

for Churches, Hospitals, Public Buildings, etc. No order too large, none too small. We will be glad to quote on your requirements.

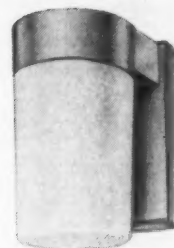
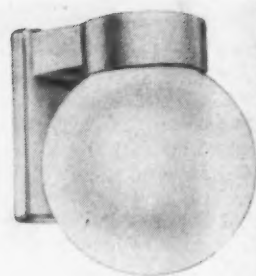


WRITE ON YOUR LETTERHEAD FOR ILLUSTRATED CATALOG



**MEIERJOHAN-WENGLER**

1102 W. 9th St. CINCINNATI 3, OHIO



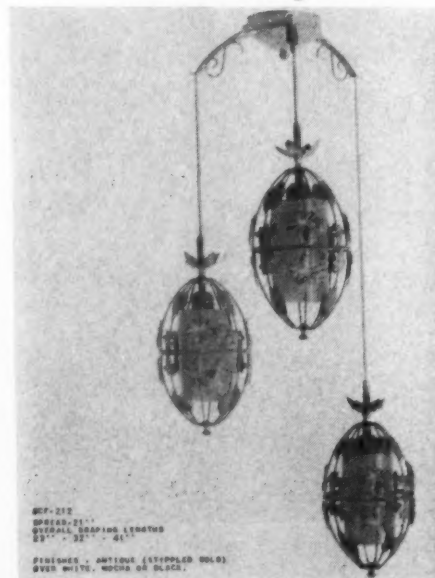
### Halo Adds Die Cast Aluminum Wall and Ceiling Brackets

Halo Lighting Products Inc., Chicago, manufacturer of recessed lighting fixtures, announces the addition of aluminum brackets to their line, available in opal spheres and opal cylinders for ceiling or wall mounting.

The brackets are die-cast, designed for indoor or outdoor use. All units are furnished with heat-resistant, water-tight neoprene gaskets. Globes for both types of units are in white opal glass. The spheres for ceiling and wall are 1 light, 150 Watts. The cylinders for ceiling and wall are 1 light, 100 Watts.

For additional information, write directly to Halo Lighting Products Inc., 4201 West Grand Avenue, Chicago 51, Illinois.

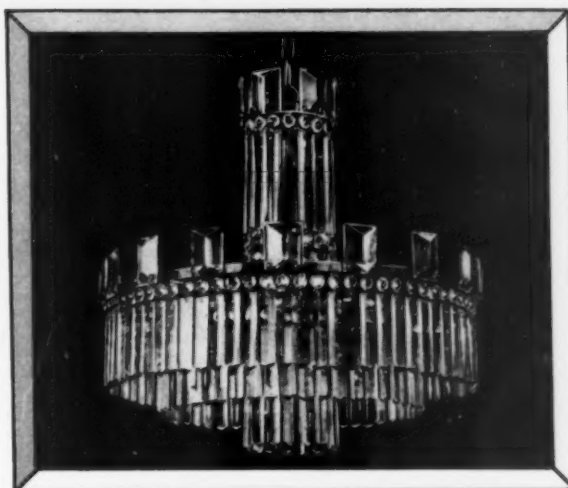
### Lighting-Accessories, Inc. New Catalog



A new catalog is available showing the complete line of Lighting-Accessories, Inc., 915 Ruberta Avenue, Glendale 1, California, according to Fred Geiger, owner. The line covers the field in traditional, contemporary and provincial styling and features three-light and one-light pendant, wall pull down lamps and fixture poles.

Mr. Geiger has been associated with the lighting and lamp industry for some thirteen years before starting the present firm, which occupies a 4000 square foot plant.





new, authentic and original...

## Contemporary Lighting

... a masterful collection of modern chandeliers, combining the luxury of hand-cut crystal and the simplicity of lustrous solid brass. New designs, meticulously crafted by skilled artisans... to enhance entrance foyers, dining and reception areas in homes, hotels, restaurants and smart shops. Exclusive with Sunbeam... America's only crystal house specializing in multi-color jeweled chandeliers. Write for Design Book III.

Sunbeam 3873: Styled after the famed Vienna Opera House chandelier. Water-white imported crystal... square-cut jewels, boldly scaled prisms... diamond-matched for color, purity, cut and size... in solid brass setting. Diam.: 22" ... Body Ht.: 21" ... 11 60W lamps, and 1 downlight.

Franchise territories available for top-caliber sales representatives, and for lighting showrooms qualified to sell this superb collection.



**Sunbeam Lightingwares, Inc.**

92-35 166th Street / Jamaica 33 NY / REpublic 9-2020

### Free Markstone "T-N-T" Wall Chart Shows 16 Different Hi-Hats from 4 Basic Housings

A new large, colorful Wall Chart, available free of cost to electrical contractors, wholesalers and dealers from Markstone Mfg. Co., Chicago, shows how to achieve 16 different finished lighting fixtures from only 4 basic round recessed "T-N-T" "Hi-Hat" housings.

The handy chart, measuring 15" by 21", illustrates the four housings (4-5/8" and 5 3/4" diameters, in shallow and deep can styles), as well as the wide variety of trims that can be used with each unit to suit any interior. Housings feature the patented Markstone "T-N-T" (Twist-N-Turn) time-saving mounting method.

The chart also shows available trims, including open, louvered, pin-point, perforated and tapered skirt. For shower lights or glass enclosed units, the Hi-Hat is available in Opal Drop, Fresnel, Magnifying Lens or flat Ferlux. Trim frame finishes are Polished Chrome, Polished Brass, Polished Copper, and Painted.

For a free copy of the useful Markstone T-N-T Wall Chart, write to Markstone Mfg. Co., 1531 N. Kingsbury St., Chicago 22, Illinois.

### 1959 Lighting Fixture Business Increases 17.9 Per Cent

Sales of residential lighting fixtures in 1959 increased an estimated 17.9 per cent over 1958, according to a survey taken by the American Home Lighting Institute, Chicago, trade association of lighting fixture manufacturers and distributors.

The institute reported that data supplied by its members indicates total sales volume in the industry of \$90 million in 1959 as against \$76 million in 1958.

The rise was attributed to an increase in the number of lighting fixtures in the average home, and to increased housing starts during the year. The institute's manufacturer members predict an increase of 14.2 per cent for 1960.

## Halo Lighting Sales Meeting



Seated—Les DeWald, Walt Santmyer, Herb Kempner of Bloom Associates, Alfred G. Riffkin, Bill Parnham, Irv Gould, and Herb Groetzinger Jr. Standing, Mike Gerber, midwestern Div. Sales Mgr., Fred Gordon, Sec. Treas. of Halo, Bob Fremont, Pres. of Halo, Ted Lukrall, Bob Pierce, Dick Beddows, Herb Groetzinger, George Schraudt Jr. and Leo Slam, Eastern Divisional Sales Manager.

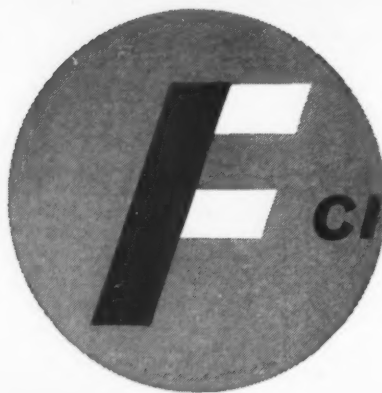


Leo Slam, Eastern Div. Sales Mgr., Robert S. Fremont, Pres. Fred M. Gordon, Sec. Treas., view some Halo products.

Halo Lighting Products held their first Eastern Division Sales Meeting at the Vanderbilt Hotel in New York City with sixteen of their Eastern Divisional representatives.

The Eastern division of Halo is headed by Leo Slam.

The theme of the 1960 Halo program was set by Bob Fremont, President and Fred Gordon, Secretary-Treasurer of Halo. The theme, "NUMBER ONE IN SALES FOR 1960." They of course, refer to the dollar volume in the recessed lighting field. They are aiming at a \$7,000,000 net sales figure for the year of 1960 which should not be too difficult.



**CIRCLE F**



No. 1827  
ACTUAL SIZE  
Pat. Pend.

# SNAP-IN ROTARY SWITCH

*Snap-in mounting  
for fast,  
easy assembly*



**SIMPLE, SNAP-IN INSTALLATION** of No. 1827 cuts time and labor costs... eliminates fumbling with lock nuts. Locks into a keyed mounting hole with a single push. Designed expressly for pole lamps, tree lamps and small appliances—where limited space is a consideration—this new, small, compact and efficient switch is precision engineered with the same time proven ratchet-action mechanism standard in all Circle F Rotary Switches. Rated at 1 A.-125 V.T.—3 A.-125 V.—1 A.-250 V. and a special 6 A.-120 V. A-C.

*Contact your local Circle F representative for complete information or write direct.*



## **CIRCLE F MFG. CO.**

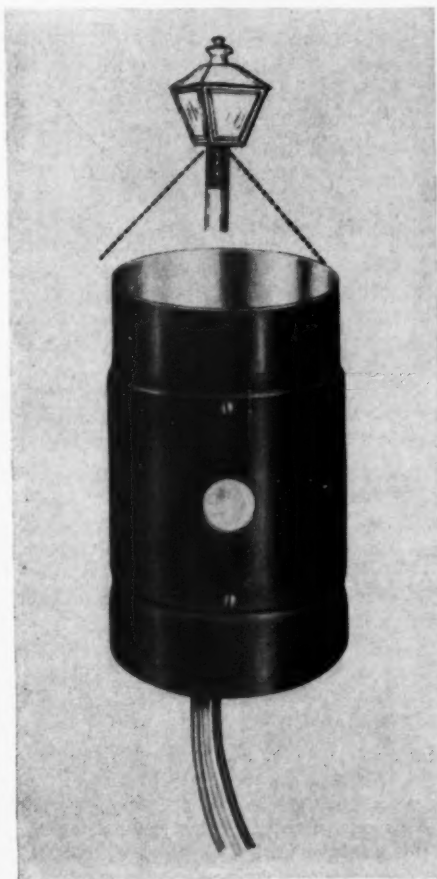
**TRENTON 4, NEW JERSEY**

# Annual Parts

## Accessories Section

New... Designed  
for...  
Safety

### New Post Lantern Photo Electric Eye Switch



Energy Kontrols, Inc., Geneva, Illinois, manufacturers of photo electric light con-

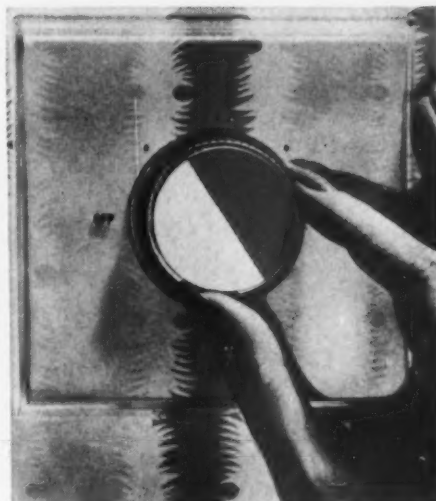
trol switches, announce the new Protect-O-Lite Post Lantern adapter. This adapter contains a time delay photo electric eye switch which turns on the lantern at dusk and turns it off at dawn automatically. Lantern can also be controlled by regular switch. It is compact, prewired and easy to install on any 3" post regardless of lantern style. An exclusive time delay up to 3 minutes prevents lantern from being turned off at night by momentary flash of lights such as car head-lights or flashlight. For 115 Volts AC with 400 watts capacity. Temperature compensator built in to withstand—25°F and 150°F, unaffected by temperature changes. For more details write Mr. Vernon Wiberg, Energy Kontrols, Inc., Geneva, Illinois.

### Dramatic Lighting Now Possible with New Wall Switch

Now the lady of the house can literally "take the spotlight" in her own living room.

A new wall switch makes it possible to change lighting effects in the home in much the same fashion that a director creates a mood or atmosphere to play up a star's performance on the stage.

The "Dim-A-Lite" unit introduced by Minneapolis-Honeywell provides four dramatic levels of lighting at the turn of a simple dial. In the "dim" position, only six per cent of the available wattage is used to produce a low, non-disturbing light, perfect for use as a night light. A flattering subdued effect, ideal for relaxed activity, is produced by the "soft" setting, while "moderate" illumination is attained by turning the dial to another notch to provide a restful, easy-on-the-eyes light for conversation and entertaining. Placement in the



"bright" position floods the room with light for reading or working.

The switch consists of a round selector dial mounted on a transparent plexiglas panel about the size of a conventional wall plate. It comes with a choice of four colored-paper inserts, any one of which can be slipped behind the clear cover to harmonize with the wall on which it is installed. If you prefer you can, of course, cut your own from matching wallpaper.

The system works on line (household) voltage and does not require special wiring, relays or transformers. A unique built-in circuit breaker is provided for protection in case of electrical overloads and eliminates the necessity of changing fuses. A shut-off automatically turns out the light if the capacity of the circuit is exceeded. Minneapolis Honeywell, 2753 4th Ave. So., Minneapolis 8, Minnesota.



# SAVE ON ASSEMBLY of all types of Lighting Fixtures

## PALNUT® Lock Nuts for Threaded Assemblies



Regular Type



Washer Type

Low-cost spring-tempered steel PALNUT Lock Nuts are self-locking, need no lockwashers. Save weight and space. Spin on freely, assemble fast with hand or power tools. Vibration-proof locking action.



Acorn Type



Wing Type



Self-retaining nut  
for  
fluorescent sockets

## PUSHNUT® Fasteners for Unthreaded Rod

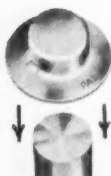


Style PC



Style PK

Need no threads. Simply push on plain rod, studs or wire for tight, vibration-proof assemblies. Save on threading, annular grooving, drilling, cotter pins, etc. Low in price. Many sizes, assorted finishes.



Style PW



Style PS



Style PH

## PALNUTS® that make their own threads

PALNUT SELF-THREADING NUTS form their own deep, clean threads on plain rod, studs or wire of die cast zinc, steel, brass, aluminum and plastic. Save cost of threading—apply fast—vibration proof assemblies.



Style SD

One-piece nut and flat washer spans hole, has large seating area. Sizes for  $\frac{1}{8}$ ",  $\frac{9}{32}$ ",  $\frac{3}{16}$ " and  $\frac{1}{4}$ " diameter rod and studs.



Style SC

Covers exposed rod or stud ends for pleasing appearance and protection against scratching. Sizes for  $\frac{1}{8}$ ",  $\frac{9}{32}$ " and  $\frac{3}{16}$ " diameter rod.



Style SR

Used where space is limited. Requires shorter rod or stud—less seating area. Sizes for  $\frac{1}{8}$ ",  $\frac{9}{32}$ " and  $\frac{3}{16}$ " diameter rod.

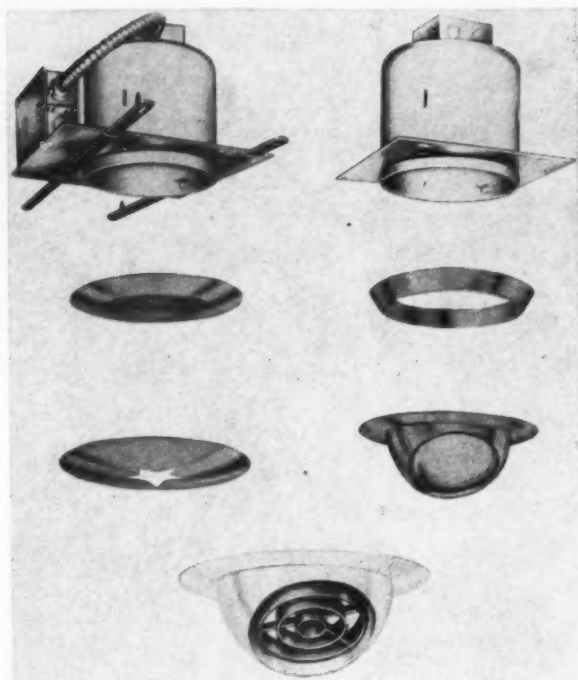
WRITE for free samples and data, stating type, size and application

## THE PALNUT COMPANY

DIVISION OF UNITED-CARR FASTENER CORPORATION

71 Glen Road, Mountainside, N. J.

## Halo Introduces New "Fitall" Round Housing



Halo Lighting Products Inc., announces release to the trade of their newly developed "FITALL" housing, designed to fit virtually all round, recessed lighting requirements.

Frederic Gordon, Halo executive, stated that the new "Fitall" housing drastically reduces the number of different type round housings that a distributor must carry in inventory. Gordon claimed that over 16 different trims can be installed on this one housing: 75 Watt R30, 150 Watt R40, Showerlites, Standard Lamp Rounds, Eyeball and Gimble Rings, Pinholes, etc.

The "Fitall" housing can be used for this wide variety of installations by virtue of a vertically adjustable socket plate. The housing is available both prewired (H7) or unwired (H107).

For additional information, write directly to Halo Lighting Products Inc., 4201 West Grand Avenue, Chicago 51, Illinois.

## Fiber Glass Lamination

General Fiber, Inc., 2260 Centinela Ave., Los Angeles 64, Cal. one of the progressive concerns in the field of fiber glass lamination and molding for the lighting industry, has just introduced their new exciting 1960 Fall line of lamp shades to the Trade. We talked to Mr. Herb Schwarz, who was instrumental in the development and creation of their attractive new shapes in shades, and he revealed that General Fiber has gone "all out" this year to give the industry something distinctive.

With the popular shades of last year together with the newly designed items, manufacturers of lighting fixtures and lamps, should have a broader variety to choose from. General Fiber, confident that the use of fiber glass lamp shades will be more popular than ever this year, reveals their reason for the up-swing in sales. Fiber glass shades, either by lamination or compression molding, give the final customer the benefit of buying a more durable and indestructible item. The advantages are already apparent from the moment the merchandise leaves the General Fiber factory in Los Angeles, California.

Millions of shades have been produced, and shipped by this company in the last 10 years that they have been in business, with almost no damage to speak of. The manufacturers of fixtures, who are the receivers of this merchandise, and also the creators of the actual finished product, receive these same advantages. In the process of work, and the shipping of the finished goods, little trouble can be expected, since colors are built in; overlays are laminated and cannot be damaged; packing is simplified.

## Change Corporate Name

Aluminum Louvre Corporation (formerly American Louvre Corporation) 10 Anchor Street, Freeport, N. Y., has changed its corporate name in order to be definitely identified with the only product it makes—"aluminum louvres". Mr. Irving Greenberg, President of the company, explained that the new name would also overcome confusion in certain trade circles because of previous similarity in name with another unrelated firm. In the course of his recent visit to the west coast, Mr. Greenberg said that the new aluminum louvres received most favorable acceptance by the trade at the Los Angeles Lighting Show.

"Despite increasing production to meet the demand, there will be no compromise with the high quality of the product. The same close attention to details of construction, finish, and inspection will prevail as in the past," said Mr. Greenberg. Newly appointed representative for Aluminum Louvre Corporation on the west coast is L. N. Krieger Company (with whom Sandy Kofax of the Los Angeles Dodgers is associated).

## Leviton Combination Quiet A.C. Switches Provide Dual Functions, Take Bigger Loads, Offer Duplex Economy

The Leviton Manufacturing Co., Inc. and its subsidiary American Insulated Wire Corp. offer a complete line of latest wiring devices and insulated wire and cable.

Featured among the many new Leviton items are the Leviton *Combination Quiet A. C. Switches* providing dual functions and duplex economy in a single gang box. The switches in these devices will withstand the full rated capacity of tungsten filament and fluorescent lamp loads, and up to 80% of switch ratings for motor control in combination with either a pilot light, power outlet, 3-wire U-ground power outlet or another A.C. switch.

In addition the Leviton Co. has added to all of its categories of devices including Lev-O-Lock, Interchangeable, Quickwire, Combination, Fluorescent & Incandescent, Wall Plates, Appliance, Weatherproof—to keep pace with the very latest electrical innovations and advances. These will better serve the Architect, Electrical Engineer, Contractor, Builder, Manufacturer and Designer.

Catalogs, literature and samples will be available on request. Write Leviton, 236 Greenpoint Ave., Brooklyn 22, N. Y.

## Holmberg Issues Booklet on Production of Stampings

Highlights in the production of precision, close-tolerance stampings are graphically described in a booklet just issued by August W. Holmberg & Company of Flushing, N. Y.

Illustrated is the process from original tooling of the dies through to the final stampings, which are used in assemblies ranging from transistors to razor-blade dispensers. Progressive dies and automatic assembly applications are specially featured. Copy describes the creative engineering, experience and original approach necessary to produce stampings to very close tolerances, and maintain these tolerances in large, continuous runs.

The booklet is available free on request from C. W. Holmberg, Jr., August W. Holmberg & Company, Inc., 133-31 39th Avenue, Flushing 54, N. Y.

## New Sarna Catalog

S. S. Sarna, Inc. announces the publishing of their new Spring catalog. It has a complete line of new items for the home from India. Of particular interest is the new line of Sarnabrax lanterns, wall pulleys, ceiling pulleys and lantern combinations.

The catalog is available by written request on firm's stationery from: S. S. Sarna, Inc., 225 Fifth Avenue, New York, N. Y.

## Booklet On Distribution Transformers for Floodlighting Installations

GEA-5683B, two page bulletin describes General Electric's pole-type transformers with new Permalax\* insulation. The new insulation gives 20% added loadability with the same life as former transformers.

Publication gives detailed information on product features, and applications, and includes photographs, load application and rating tables. General Electric Company, Schenectady 5, New York.

# KEE LITE

## heat-resisting globes

for your modern and contemporary lines

Height: 8 1/2 inches



No. 2393 No. 2395 No. 2394 No. 2392

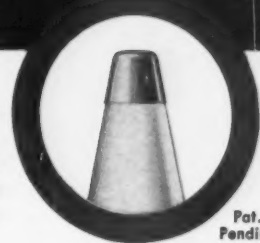
Height: 6 1/8 inches



No. 2390 No. 2389 No. 2388 No. 2391

## NEW TYPE HOLDER!

Integral contour . . . no outside screws. Developed especially for machine-made glass in cooperation with Charles Richter Co., Mt. Vernon, N.Y.



Pat. Pending

These decorator-styled globes are heat-resisting opal glass . . . produced by low-cost, uniform machine methods. Fit any standard holder. They are available for immediate shipment in any quantity.

Profit now from the service, styling and economy afforded you by Thatcher Glass. No delay . . . no premium for heat-resisting glass.

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Write for complete specifications and prices

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THOUSANDS OF PARTS  
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FOR FAST DELIVERY  
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MANUFACTURERS AND WHOLESALERS

## LAMP AND LIGHTING FIXTURE PARTS



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### Top Executive Appointments at Osterhout

The Board of Directors of Osterhout Electric Corporation, 401 N. Broad Street, Philadelphia, made the following changes in Executive Officers as of March 1, 1960.

F. Homer Hagaman, President of Melrose Lighting Company, Fort Washington, Penna., was elected Chairman of the Board of Directors.

Howard A. Hennessy, the former Executive Vice-President, was elected President.

Russell B. Chipman, Jr., formerly of the General Electric Company's Large Lamp Department, was elected Vice-President.

John G. Bryson was named Secretary and Treasurer.

Ruth E. Felton, Assistant Secretary.

### Thomas Appointment

Francis H. Delaney, Jr., has been named office manager. Thomas Industries Inc., Louisville, Ky., leading manufacturer of residential, commercial and industrial lighting fixtures, portable paint spraying and compressor equipment, power blade saws, bathroom cabinets and opal glass.

In addition to his office manager responsibilities, Delaney will assist in the company's various personnel and industrial relations programs.

Prior to joining Thomas Industries, Delaney was employed by the Louisville & Nashville Railroad.

Delaney was graduated from Bellarmine College, Louisville, where he majored in sociology and personnel administration, and attended the University of Louisville.

### Hexcel Appointment

Hexcel Products Inc., world's largest manufacturer of honeycomb core materials, has named Donald J. Kennedy Regional Sales Manager, Industrial Products.

Kennedy, to be headquartered in Chicago, Ill., will direct marketing of all commercial honeycomb products in the Chicago area. Chief product to be handled by Kennedy will be Honeylite, a luminous ceiling material developed by Hexcel. He will also direct sales of certain paper honeycomb products and aluminum honeycomb core materials for the building industry.

Kennedy has been with Hexcel for approximately five years, first as a sales representative in Havre de Grace, Maryland, and most recently as a sales representative headquartered in New York City.

### Name A. C. Barr, General Electric Co., to BLBS Bureau Executive Committee

The appointment of Arthur C. Barr to the Executive Committee of Better Light Better Sight Bureau has been announced by Walter G. McKie, general sales manager, Rochester Gas and Electric Corp. and Chairman of the Bureau.

Mr. Barr, who is Manager of Product Planning and Development at GE's Large Lamp Department in Nela Park, succeeds J. C. Forbes on the Bureau Executive Committee.

A native of New York City, Mr. Barr has been with GE since 1941, when he joined the Lamp Division as an engineer in their glass technology operation. In 1945 he transferred to Application Engineering where he headed the "Lighting for Selling" activity and was very active in the development of fluorescent lamps, and the author of many technical papers and articles on fluorescent lamps and color. In 1954 he was appointed Manager of Commercial and Industrial Sales and in 1957 returned to Application Engineering (now known as Product Planning and Development) as Manager of that Department, which post he now holds.

Mr. Barr is a Fellow of the Illuminating Engineering Society and has served on many of its committees. At present he is Chairman of the Finance Committee and a member of the Advance Planning Committee. Last June he was sent as a delegate of the U. S. National Committee of the International Commission on Illumination to that organization's quadrennial meeting which was held in Brussels.

In addition to Mr. McKie and Mr. Barr, the BLBS Bureau Executive Committee includes J. T. Coatsworth, Edison Electric Institute; E. O. George, Detroit Edison Co., L. P. Pleasants, Sylvania Lighting Products; H. E. Plishker, Westinghouse Electric Corp., and H. A. Stroud, Monongahela Power Co.

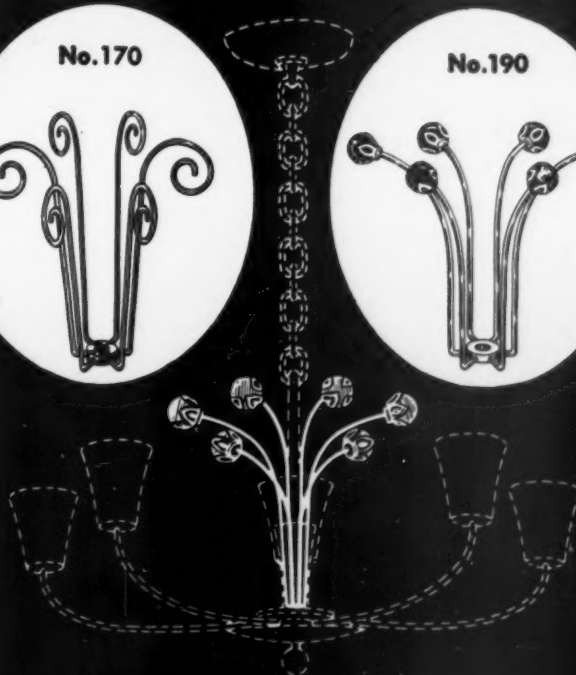
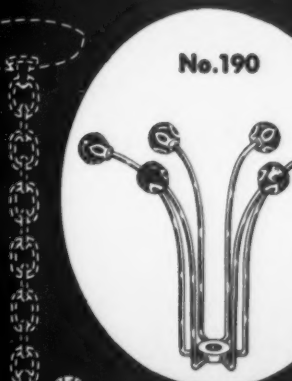
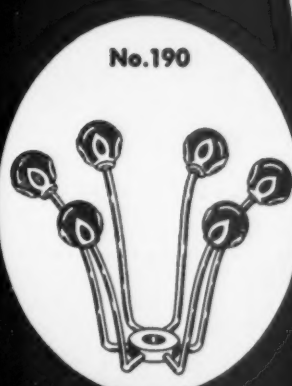
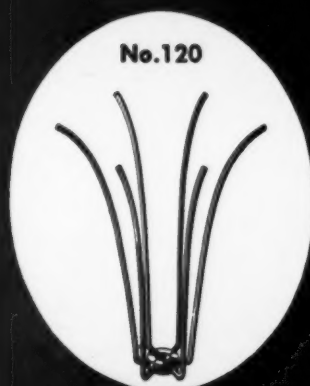
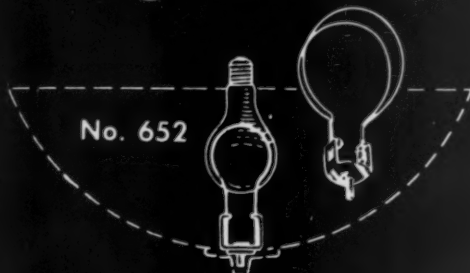
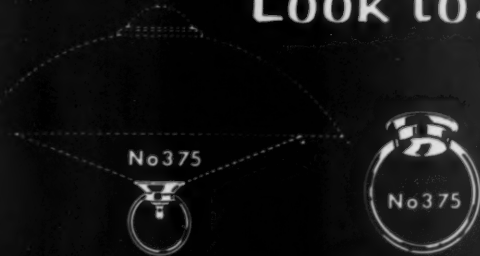
Better Light Better Sight Bureau is a national, non-profit organization formed in 1934 under the sponsorship of the electric industry to foster a better understanding of the relationship of light and sight and of the contribution to good seeing made by proper lighting in schools, homes, offices and industry.



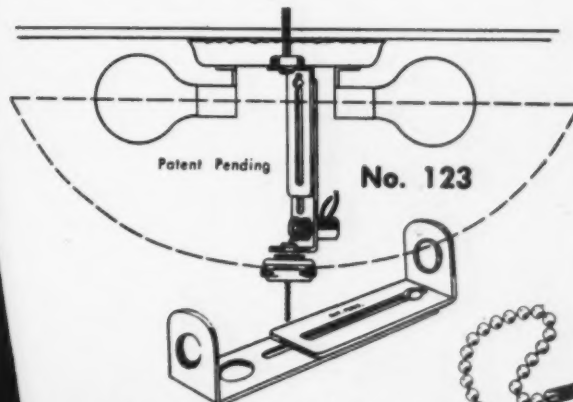
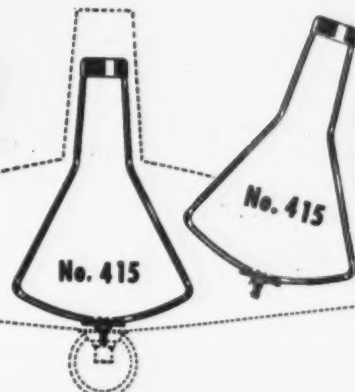
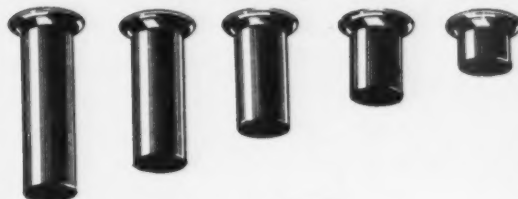
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*...for Quality Lamp and Shade  
Parts for Lighting Fixtures*



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*Serving the Lighting Industry with quality  
Lamp and Shade Parts for More than  
... a Quarter of a Century*

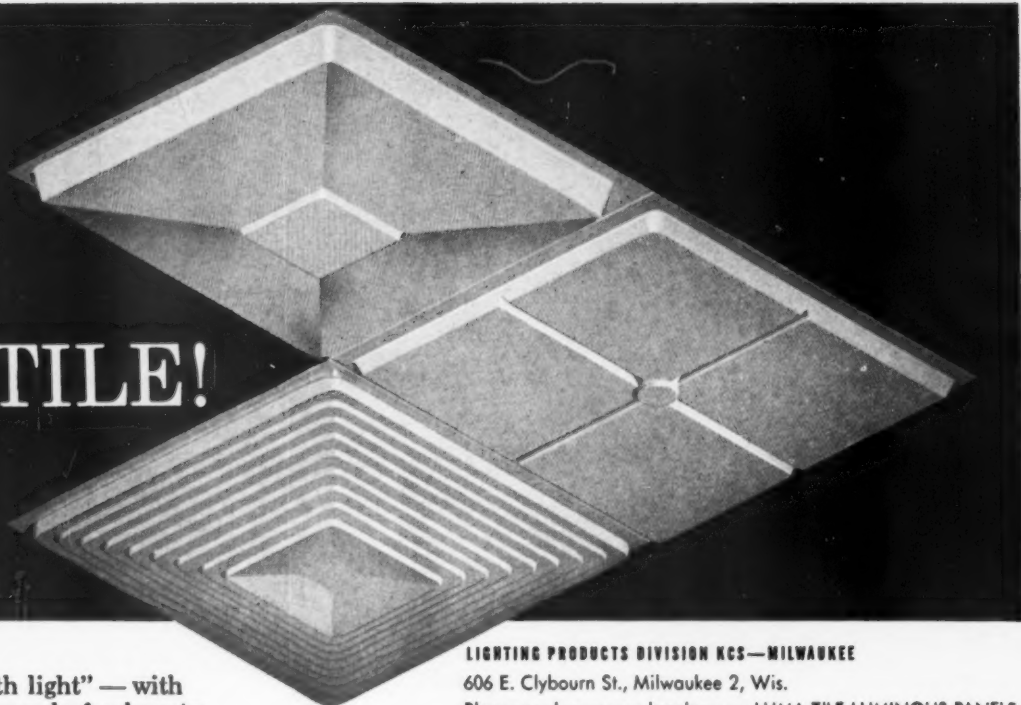
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## "Heater-Buttons" Available in 2, 5 and 10 Watt Ratings



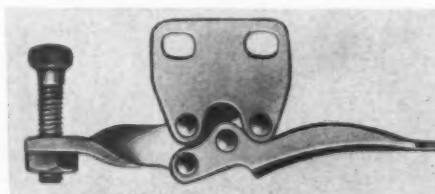
These miniature electric heaters, only  $\frac{3}{4}$  inch in diameter and 0.15 inch thick, have a center hole for #2 screw mounting to any flat surface. Six-inch long lead wires, #28 teflon insulated, are provided for electrical connections. Leads emerge from the upper side of the heater through special glass to metal seals. The heaters are completely enclosed in a metal case, flat on the under side for maximum heat transfer to the surface being heated.

Operating at 115 volts ac or dc, wattage ratings of 2, 5, or 10 watts are offered as standard in the  $\frac{3}{4}$ " diameter size. Heater internal temperatures to 500°F. are permissible. To aid in applications engineering, a special temperature-sensitive heater is available for determining internal temperatures, thus assuring that the heater is operated within its ratings in a given installation.

Shipments of Button-Heaters are made immediately from stock in quantities to 10 units. Prices are \$10 each for 1 or 2 units and \$8.50 each for 3 through 10. Larger quantities are quoted on request. Additional information available from: Karl Schurr, Sales Manager; Minco Products, Inc.; 740 Washington Avenue North; Minneapolis 1, Minnesota. Phone FEderal 8-6753.

## Improved "Tiny Toggle" Clamps Feature New Base Design

An improved series of De-Sta-Co "Tiny Toggle" clamps with holding pressures up to 42-lbs. is announced by Detroit Stamping Co., 330 Midland Ave., Detroit 3, Mich. Designated Series 105, the clamps feature an improved base design that provides a larger mounting area than was available with the old clamps, thus providing more rigidity. Slotted mounting holes, also incorporated into the new design, simplify final adjustments.



Improved Series 105 "Tiny Toggle" clamps manufactured by Detroit Stamping Company, 330 Midland Avenue, Detroit 3, Michigan, feature a new base design that assures a stronger clamp and slotted mounting holes to simplify final adjustments.

Series 105 clamps are available with either solid or U-shape work-holding bars. Users have the option of four different bases: (1) standard flanged horizontal, (2) vertical, (3) double-strength horizontal on the right side only, and (4) double-strength horizontal on the left side only.

Weighing only 1 oz., "Tiny Toggles" are designed for holding small assemblies during multiple wiring, soldering and similar operations. Their smaller size makes them ideal for use in confined areas. They fit all 5/16-inch center-to-center peg board fixture plates.

Each model of the series is supplied with a neoprene-tipped adjustment spindle for a simple adaptation to work pieces. Cadmium plating is used to provide a tough, rustproof finish.

Series 105 clamps are available from the factory or De-Sta-Co national distributor stock. They are priced at \$1.65 each in quantities of 1-49, \$1.40 each in quantities of 50-249, and \$1.25 each in quantities of 250 up.

## Gerber New Halo Midwest Regional Sales Manager

Halo Lighting Products Inc., manufacturers of recessed lighting fixtures, announces the appointment of Myron E. Gerber as the company's Midwest Regional Sales Manager.

Gerber, a graduate of the College of The City of New York, also attended the Baruch School of Business.

## Beacon Lamp Redesign Substitutes One Piece Of Copper-Clad Laminate For 8-Piece Assembly



FIG. 1



Terminal plate of copper-clad Phenolite laminate reduces manufacturing steps, saves five cents in labor costs in producing each Big Beam beacon lamp.

Riveted construction, illustrated by terminal plate from two-cell beacon lamp at left, has been replaced with a single piece of machined, copper-clad Phenolite laminate, illustrated by the one-cell terminal plate at right.

Electrical manufacturers can frequently eliminate manufacturing operations and reduce labor costs by redesigning components to take advantage of newer materials.

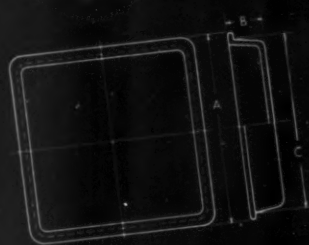
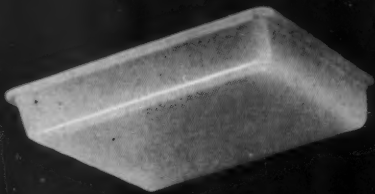
A good example is the U-C Lite Manufacturing Co., Chicago, who are now making beacon lamp terminal plates of one piece of copper-clad Phenolite laminate. This represents a pioneering electrical use of a material that was originally developed for use in printed circuits. Formerly, terminal plates were made of eight pieces, consisting of two zinc discs fastened with five rivets to a piece of laminated plastic.

The copper-clad laminate, manufactured by National Vulcanized Fibre Co., is first punched to the required size and shape. A circular gap in the copper foil, between the inner and outer contact surfaces, is then cut away by an inexpensive fly-cutting process, without etching as is commonly done with printed circuit material.

This new design saves five cents in labor costs on each lamp. Elimination of the riveting operation also frees a machine that can be used for other work.

Readers can obtain additional information about copper-clad Phenolite laminate from National Vulcanized Fiber Co., 1059 Beech St., Wilmington, Del.

design flexibility in glass

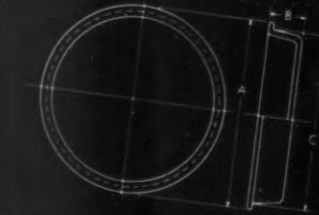
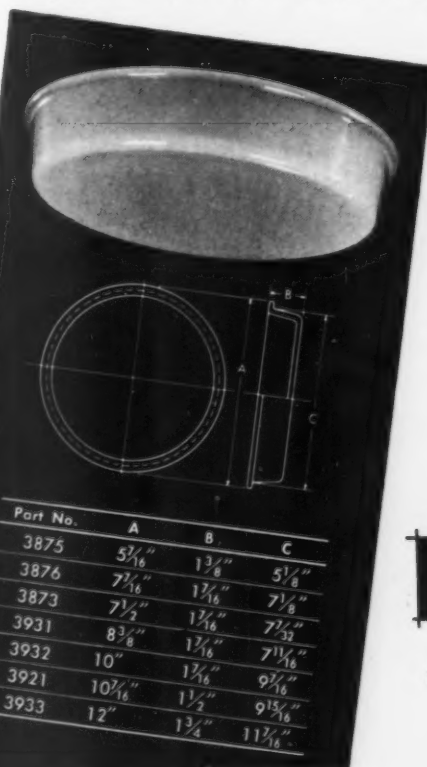


Part No.	A	B	C
3927	6"	1 1/4"	5 3/8"
4074	6 5/8"	1 1/8"	6 3/32"
3928	8"	1 1/2"	7 1/16"
4212	8 1/4"	1 13/32"	7 3/4"
3929	9 7/8"	1 1/2"	9 3/8"
4213	10 23/32"	1 17/32"	10 13/32"
3930	11 7/8"	1 7/8"	11 1/16"
4214	12 1/4"	1 19/32"	11 3/4"



## Now... Beautiful Moonstone Diffusers by Automatic Machine

Lancaster Moonstone diffusers produced by automatic machine provide: • Controlled distribution of light—at lowest possible cost • Immediate delivery—in large or small quantities • Genuine Moonstone beauty and utility—not simulated • Highest uniformity—for smart commercial or domestic interiors. Write today for prices. Lancaster Glass Corporation, Lancaster 8, Ohio.



Part No.	A	B	C
3875	5 1/16"	1 3/8"	5 1/4"
3876	7 1/16"	1 3/8"	7 1/8"
3873	7 1/2"	1 3/8"	7 1/8"
3931	8 3/8"	1 3/8"	7 1/32"
3932	10"	1 3/8"	7 11/16"
3921	10 7/16"	1 3/8"	9 5/16"
3933	12"	1 3/4"	11 3/16"



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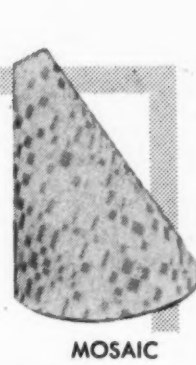
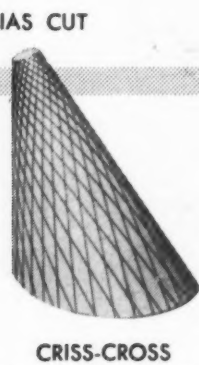
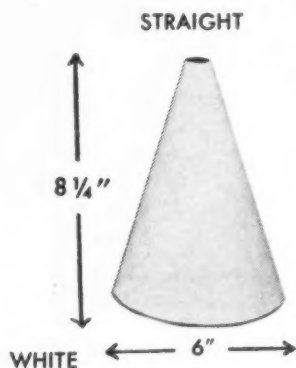
Our 50th Year



new size  
new shape  
new design

## MARPLEX CONE 750

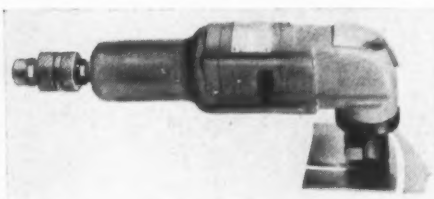
This open tip fiber glass cone eliminates the need for metal husks or other decorative end pieces. Comes in solid colors as well as in standard and special overlays. Can be used in Modern or Provincial designs.



**MARPLEX CO.**

348 Washington St., El Segundo, Calif.

REPRESENTED BY: Weingart & Lustig, Los Angeles 11, California • William A. Hawkins, Cleveland 13, Ohio • Kirshenbaum & Sherman, Brooklyn 22, New York • Schulte Plastic Sales & Equipment Co., Coral Gables, Florida • Richard J. Sanders, Chicago 22, Illinois • Manrique Gonzales, Havana, Cuba



### New Compact Pneumatic Nibbler Announced by Modern Manufacturing Co., Inc.

MODERN has introduced a NEW COMPACT PNEUMATIC NIBBLER for cutting sheet metal up to 13 gage stainless steel without distorting or curling.

This new lightweight air-powered MODERN NIBBLER is designed for safety and efficiency in cutting heavier metal than other NIBBLERS of comparable size and weight.

This new model is an addition to other models now being marketed by MODERN which cut sheet metal, wire and corrugated products.

Modern Mfg. Co. Inc., 680 Davisville Rd., Willow Grove, Pa.

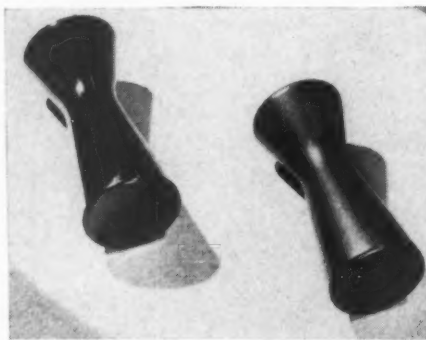
### New Process Matte Finishes Plastics

Norton Laboratories, Lockport, New York, has developed a new finishing process that provides Matte finishes on thermosetting molded plastics.

Because of its look of quality and resis-

tance to smudging, a matte or satin finish on compression molded parts is reported to be often a more desirable sales feature than high gloss finishes.

In the industrial field where non-glare is a desired characteristic for instrument covers, matte finish thermosetting molded plastics work by Norton has made unnecessary the use of a supplementary painting operation and thus has yielded a cost reduction.



Left, phenolic lamp knob with normal high gloss finish. Right, Norton matte finish cuts down glare, removes seam marks, gives a richer appearance.

The satin finish on a line of black piano keys molded by Norton is indicative of the manner in which the normal high lustre and high gloss reflecting surfaces of phenolic parts can be eliminated. In this particular application, the end product does not resemble the normal black plastic key, but has the deep quiet lustre of ebony.

Other uses to which Norton matte type finishes are being put are on knobs for high quality floor, table, and hanging lamps. These products require a satin type finish in order to reduce glare and minimize the apparent presence of dirt or fingerprints—on a high gloss finish such imperfections would be much more noticeable. Cameras, which require a non-glare, non-reflecting interior surface to avoid spoiling light-sensitive photographic film, have proven ideally adapted to the Norton process.

For information on how matte finishes can help your thermosetting molded product, write to Norton Laboratories, Inc., Lockport, New York.

### Les White Dies

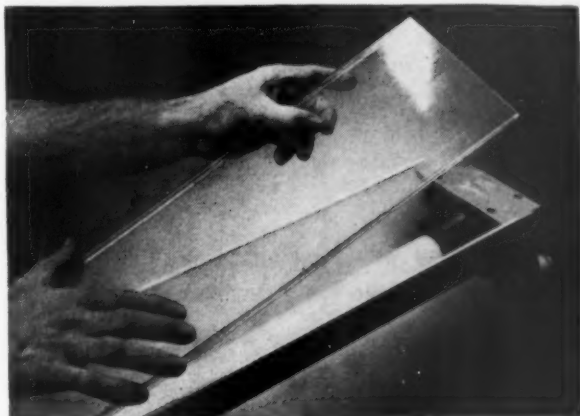
L. R. (Les) White, Sales Engineer for Curtis-AllBrite Lighting, Inc., Chicago Division, died on February 6, 1960. Mr. White had been associated with the Curtis Division (formerly Curtis Lighting, Inc.) over a period of forty-six years.

Mr. White was a veteran of World War I, as a member of the U. S. Naval Reserve. He was a registered Electrical Engineer and member of the Illuminating Engineering Society, as well as The American Legion and the Masons.

As a top lighting sales engineer for many years, Mr. White was well-known in Chicago trade circles.

### Eastman Reflector Covers

New clear reflector covers extruded of tough, weather-resistant Tenite butyrate plastic improve the performance of Fluoresign Outdoor Luminaire lighting fixtures.

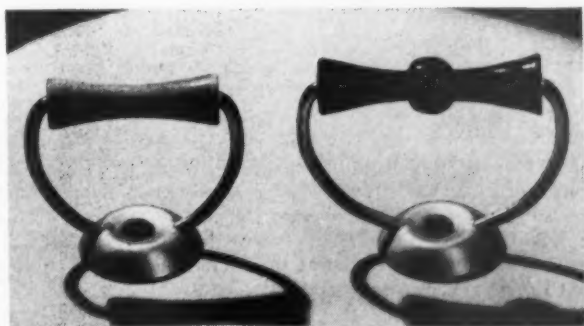


The one-piece covers shield the lamps from drafts and help them maintain high output during cold weather. Their high resistance to impact also permits the fixtures to be mounted below as well as above, the area to be lighted on poster panels, store fronts, etc. With the fixtures facing upward and installed at low heights, the shields protect the lamps and electrical connections from accidental damage or malicious mischief as well as from rain and snow.

The covers are easily installed and removed for relamping. They are available in 4, 6, 8, and 9-foot sizes to give full-length coverage to all Fluoresign reflectors.

Reflector cover for Fluoresign Outdoor Luminaire extruded: Revere Electric Mfg. Co., 7420 Lehigh Ave., Chicago 48, Illinois.

### Berger Machine Products Introduces New Wood Handle Finials



Berger Machine Products, 74-16 Grand Avenue, Maspeth, (N.Y.C.) N.Y., has just introduced a new line of distinctive wood handle finials. They are available in two styles—natural or walnut finish. The brass in each wood handle finial is two coat plated—heavy brass over nickel, then lacquered. Samples are available on request.

### Style 21, Double Diffused Silicon Power Rectifier Introduced by Syntron Company

A new, double diffused Silicon Power Rectifier has been developed by Syntron Company. Officials describe the Style 21 as being rated at 13 amperes average at 25°C. ambient on a 3" x 3" x 1/16" copper heat sink. Standard and reverse polarity are achieved through the double diffusion.

Typical forward dynamic resistance is .009 ohms.

Detailed information and specifications are available from Syntron Company, 524 Lexington Avenue, Homer City, Pennsylvania.

LIGHTING, May, 1960

For low-cost trouble-free assembly-specify **BERGER** Quality Lighting Products

**Running Thread Nipples**

Precision made 1/8", 1/4", 3/8" I.P.S. regular or flanged. For low cost — trouble free assembly — specify Berger Running Thread Nipples.

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tories, a pioneer in the development of fluorescent lighting, and manufacturer of fluorescent start Slim Line floor Slim Line is a truly quality product precision made of the finest materials and designed to last 15,000 hours in normal use—\*Twice As Long as any other fluorescent on the market today!



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SHORT LIFE  
PRICES!**

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All Colors**

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territories open for  
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**Suclar** LABORATORIES, Inc.

1197 McCARTER HIGHWAY, NEWARK, N. J.

**FLUORESCENT LAMPS — FLUORESCENT STARTERS**

[60]

## New Setko '60 Series Cap Screw Bulletin Gives Latest Facts and Data

A new Cap Screw Bulletin giving complete specifications, dimensions and data on the new 1960 Cap Screw series has just been published by Set Screw & Mfg. Co., Bartlett, Illinois. The new bulletin illustrates and describes the advantages and features of the new series and includes a forthright comparison of the dimensions of both the new series and the old. Also contained in this bulletin are full particulars as to when the change will be made to the new series and some worthwhile suggestions for users of Cap Screws about when to make the change and how to do it with the least amount of confusion. A copy of this interesting new bulletin may be obtained by writing direct to Set Screw & Mfg. Co., Bartlett, Illinois. Ask for the new '60 series Cap Screw Bulletin.

## Howard Consumer Research Pays Off In Two New Designs



Two completely new modern designs based on a field survey of consumer likes and dislikes have been introduced by the Howard Metal Products Company, 92-26—180 St., Jamaica, New York. Sleek and smooth, these two spinnings can be adapted to an unusually wide variety of uses.

During this survey, a selected group of lamp buying consumers were asked to describe the shapes they most wanted in a modern lamp. Answers were read and digested by Howard designers, who then translated these ideas into actual designs. The results may be seen in the photo above.

Spinning on the left (HG 915) is 15¾ inches high, with a top diameter of 2¾ inches and a bottom diameter of 7¼ inches.

Spinning on the right (HG 917) is 16½ inches high, with a top diameter of 1¾ inches and a bottom diameter of 7½ inches.

## \$9,000 Patent Award Presented to Three Westinghouse Lamp Men

Three engineers of the Westinghouse Electric Corporation's lamp division in Bloomfield, N. J., have been presented with a \$9000 patent award. Each man—research engineer George Meister, development engineer Albert Wainio, and equipment design engineer Stanley Lopenski—was awarded \$3000 in recognition of his contribution to the invention of an electrostatic bulb-coating machine.

The electrostatic coating machine has made it possible for Westinghouse to economically apply a more uniform silica coating to the interior of light bulbs. The process, used for the company's new shape Eye Saving white bulbs, coats a bulb with millions of particles that diffuse the light from a filament and eliminate the "hot spot" of ordinary bulbs. The result is soft glareless light which is radiated evenly from the entire bulb surface.

LIGHTING, May, 1960



### Luminous Tube Transformer

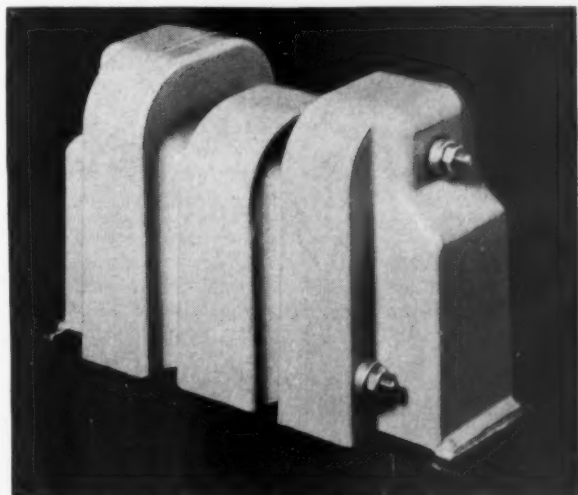
The first completely weatherproof luminous tube transformer—a hermetically encapsulated unit said to possess greater life expectancy than any neon transformer on the market—has been introduced by Jefferson Electric Company, Bellwood, Ill.

Edward J. Bennan, president of Jefferson, announced that the new product, 25 per cent lighter and more than 32 per cent smaller than conventional models, was developed after nine years of concentrated research and development in the company's Bellwood, Illinois, laboratories. He hailed it as "the first major development in luminous tube technology in 30 years."

He said the new molded unit will, in his opinion, contribute significantly to the growth of the electrical sign industry, which currently records annual sales of more than \$300,000,000.

According to Bennan, 75 per cent of all neon transformer failures in the field are caused by water damage, and direct exposure to the elements, or from humid atmospheres. "With the new Jefferson unit," he said, "this problem has been eliminated. Bushing damage, another major cause of failure, is impossible in the unit." He added that the temperature sensitive potting compound previously used in such transformers has been replaced with a thermo-setting material which can not run or drip. This will be a particular advantage in interior uses, he said.

Bennan said the hermetically encapsulated transformer has undergone a year-long series of rigid tests. "It proved to be impervious to shock, atmospheric and extreme temperature conditions. It exceeds the electrical requirements prescribed by Underwriter's Laboratories, the National Electrical Manufacturing Association and the American Standards Association. The dielectric and arc tracking properties of the encapsulating material does not support combustion, and its dielectric properties and resistance to arc tracking are vastly superior to other approved materials now in use," he said.



**LUMINOUS TUBE TRANSFORMER**—A hermetically sealed neon transformer designed for long life and complete resistance to moisture and extremes of temperature has been introduced by Jefferson Electric Company, Bellwood, Illinois. The new unit, hailed as the first major development in luminous tube technology in 30 years, is said to be completely waterproof and impervious to shock, and to possess dielectric properties and resistance to arc tracking far exceeding Underwriters Laboratories' minimum requirements.

### United Appeal Appointee

Norman W. Townsend, supervisor of retail advertising and promotion for General Electric's Lamp Division at Nela Park, has been renamed to a top volunteer post in preparation for Greater Cleveland's third United Appeal, October 17th to 27th, 1960.

Townsend, who has been at General Electric for nearly two generations, will again head up the UA's Public Relations Committee.

In addition to his activities with the United Appeal, Townsend, a graduate of Hiram College, is also a member of the East Cleveland City Commission; the vice-president of the Board of Managers of the East Cleveland Y.M.C.A.; and the Community Chest's representative to the Welfare Federation Public Relations Committee.

LIGHTING, May, 1960

# SHELDON



#603-2 PIECE

TOP PIECE: Top Diameter 1 3/4"  
—Bottom Opening 6 13/32"  
Slots 5/8" x 1/16"  
BAFFLE: Opening 4"—Mounted  
on Spring Steel Clips

...FOR MATCHLESS QUALITY



#606—SIDE MOUNT

Height 8 1/2" — Top Hole 1/8" pipe — Slots 3/8" x 1/16"  
Top Diameter 1" — Bottom Diameter 4"

IN THE FIELD OF LIGHTING



#2026—SHADE

Mirror Brass Outside with White Inside.  
Height 6 1/2" — Top Opening 7" — Neck 4 1/8" • 1 1/8" Diameter to  
check glass diffuser (Perforation pattern optional)

SHELDON utilizes 28,000 square feet to give you:

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IL 8-4574. In Pennsylvania — Al Wasserman, Philadelphia, WA 7-0637.  
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 Warszawa, Krakowskie Przedmieście 79, Poland  
 Cables: MINEX WARSZAWA, P. O. Box 54

## Arcair Torch Cuts Wire Cloth Smoother, Faster

A discovery that wire cloth and expanded metal can be cut quickly with Arcair Process torches will prove a boon to manufacturers of these products.

Fabricators and maintenance workers, those making alterations on equipment incorporating these two products will all benefit from this find.

There are some disadvantages to cutting wire cloth and expanded metals with conventional tools. Shears can be used satisfactorily on the smaller fine mesh products, but since the surface is not flat this method distorts sizes larger than 1/16".

Flame cutting is slow since cutting each wire or cross member requires preheating with this tool. Heat doesn't pose a great problem though the cut is not too smooth and is often slag encrusted.

The final alternate is cutting with a friction saw. This is fast but requires holding the material rigidly (an extra operation) and it leaves very sharp burrs which eliminates economy by being difficult to remove. Arcair Co., P. O. Box 431, Lancaster, Ohio.

### The Solution

Working closely with manufacturers of these products it has been found that Arcair Process torches will quickly cut wire cloth and expanded metals of any weight or alloy.

The resulting cut is clean and smooth. There is no need for special holding jigs deburring of the cut edge. Heat input to the metal is much lower than with flame cutting, so there is no problem of changing the structure of the metal. Using an Arcair Process torch, there is no need to "preheat" each strand of the wire cloth or expanded metal. The cutting is instantaneous.

These materials can be cut easily, with either manual or automatic Arcair torches, at speeds of 48" per minute. The cost of equipment and materials used is negligible.

Arcair Torches use a special inexpensive electrode, welding current and ordinary compressed air. Heat from the arc melts metal instantly, while the compressed air blows the molten metal out of the way.

## The Reasons Behind the Guggenheim Museum Lighting

The company which engineered and designed the lighting for the Guggenheim Museum has published an illustrated monograph which sheds light on some of the most controversial aspects of Frank Lloyd Wright's last great structure.

Of perhaps greatest interest is the description of the effort made by American Lighting Corporation of Hackensack, New Jersey, to achieve Mr. Wright's ideal of display conditions approximating natural sunlight.

"Strangely," the monograph points out, "adequate illumination may well startle many viewers who are able to equate light in the Guggenheim only with the artificial light to which they are accustomed. Many are not able to think in terms of daylight intensities."

Instead of bowing to this criticism, Alfred Binder, chief lighting engineer for the company, recommended the installation of 50% more light in the great central hall of the museum. His theory, as expressed in the booklet, was, "The eye is able to use and actually prefers enormous amounts of light. What the eye does not like is contrast and change in light. If light is next to dark, then the contract is too great for physical comfort. The pupils must dilate and contract too frequently."

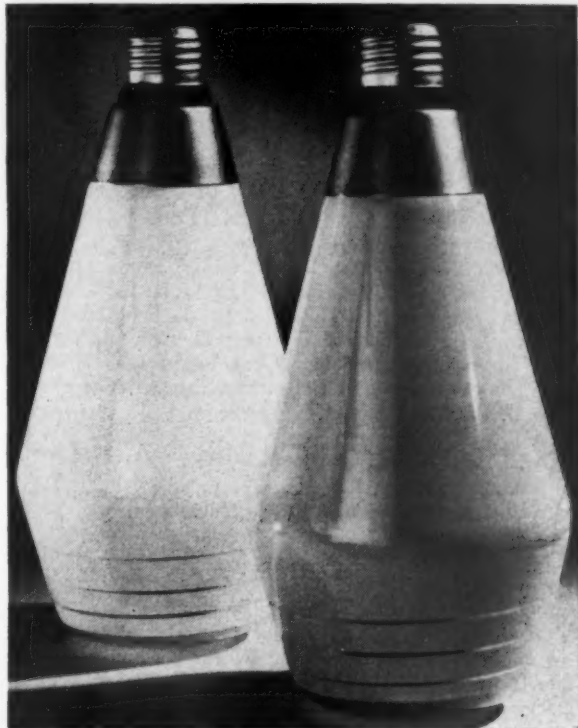
Thus, Mr. Binder's prescription for complaints about too much light in the galleries was to increase the light outside the galleries.

The booklet tells the inside story of the critical decisions that had to be made in getting the museum ready for its opening. Among these decisions were where and how to hang the paintings, what color to point the walls, what color or tone of light to use, how to light the great central hall without a chandelier or other visible fixtures. Also described is the design of each of the fixtures built for the museum and the solution of difficult power problems.

The booklet is illustrated with eleven photographs and numerous drawings and diagrams. Although designed primarily for distribution to architects, copies of the booklet may be obtained by non-professionals from American Lighting Corporation, 164 South Street, Hackensack, N. J., for fifty cents each.

## GE's "Celeste" Decorative Light Bulb Now Available to Fixture Manufacturers

The General Electric Company's "Celeste" light bulbs—new, decorative incandescent bulbs—are now being made available to lighting fixture manufacturers, according to George R. Baumgartner, specialist of engineering services for fixtures at G.E.'s Large Lamp Department.



Radical departure in bulb design is General Electric Company's new "Celeste" light bulb to provide new highs in decorative styling and pleasant light diffusion for homes. The new "Celeste" is for use in existing bare lamp sockets and existing fixtures. The "Celeste" is now becoming available in local retail stores. National distribution is expected sometime next year. Available in both Dawn Pink and White, the "Celeste" is a 75-watt light bulb. It will burn from 3 to 5 years in normal household use. Its retail price is \$2.49.

The new light bulb is described by Baumgartner as "A bulb that's meant to be seen and provide attractive styling." The "Celeste" bulb itself greatly diffuses the light.

According to Baumgartner, the "Celeste" is ideal for use in exposed-lamp fixtures where the bulb may be either partially or entirely open to view. It may also be desirable in some translucent fixtures since it may eliminate the "hot spot" of light sometimes created by standard bulbs.

The "Celeste" is semi-cone shaped, about 8¾ inches long and 4 inches in diameter at its widest point. It is styled in a contemporary design suitable for both traditional and modern buildings. It is made in both pink and white finishes.

Baumgartner noted that commercial applications for the "Celeste" are anticipated to provide an attractive market, in addition to its significant residential market.

The "Celeste" can be used indoors and outdoors. Indoors, it may be burned in any position. The bulb is expected to be widely used in new fixtures and in decorative units and over planters.

The "Celeste" also can be used in many of the popular "pull-down" type wall and ceiling fixtures commonly used over dining room tables, game tables or other areas.

Outdoors the new light bulb is expected to find applications in fixtures, portable lamps and decorative festoons for temporary patio lighting where smart lamp appearance can enhance the attractiveness and provide light for recreation, decoration and safety. When the bulb is used for temporary applications exposed to weather, it should be burned base-up. For continuous outdoor uses, "Celestes" should be used in enclosing fixtures or lanterns, or in areas not exposed to the weather.

The "Celeste" will operate for 3 to 5 years in normal household use, according to G-E engineers. It is a 75-watt bulb.

General Electric is currently expanding distribution of the "Celeste" at the retail level with the aim of completing national distribution by the end of the year, Baumgartner said.

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Just 1 size—Hand or Pneumatic. Fast acting—no adjustments—no wire twisting—load either side—splice caps self-positioning.

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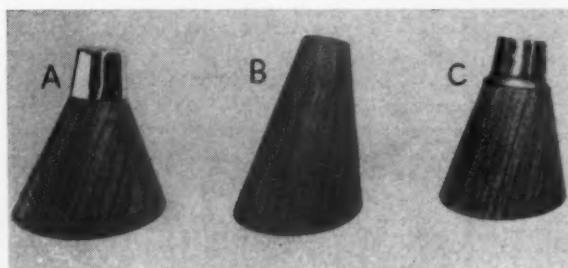
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## True Wood Effect Attained On Marplex Shades



A true replica of walnut grain is now being incorporated in straight cones and sheets by Marplex Company, manufacturer of fiber glass molded lamp and lighting components.

Of the new grain effect, Mr. Erich Marx says: "This must not be confused with wood veneers commonly used today. The new walnut finish actually looks like and maintains the true quality of wood grain both in a lit or unlit condition".

Shown for variety purposes are the following models (husks are for illustrative purposes and do not come with shades):

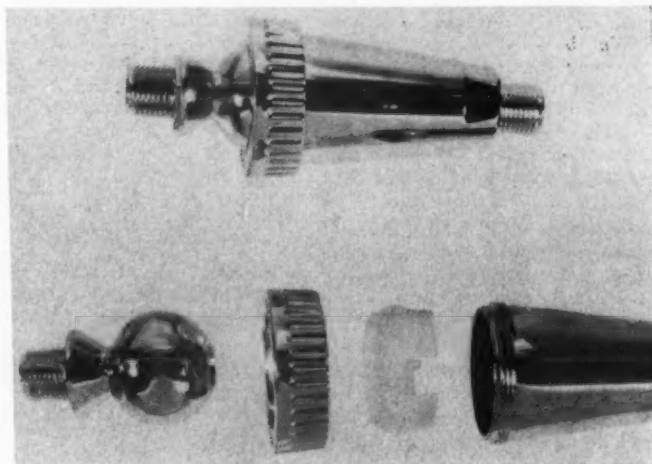
- A. No. 265 7" Bias Cone (with husk)
- B. No. 586 6½" Cone, Bias Cut
- C. No. 207 6¼" Cone, Bias Cut (with husk)

For further literature and samples, please write to Marplex Co., 348 Washington Street, El Segundo, California.

## Side-A-Lite Swivel

A new Underwriter's Laboratory approved simple ball joint swivel has been announced by Side-A-Lite. Embodies modern designs obtainable with components that are interchangeable.

Available in a variety of finishes as well as twelve different mechanical configurations. An option is provided for either a consumer hand adjusted unit or a factory pre-set swivel.



Smooth tension is maintained after repeated testing and will not loosen up as a result of continuous movement or prolonged vibration, according to the manufacturer. All threads are held within close tolerances to assure quick easy assembly with straight push-thru wiring.

Samples and additional information may be obtained by writing to Side-A-Lite, Box 2138, Alhambra, California.

## Offer Hot Stamping, Metallizing & Plastic Decorating

To acquaint the trade with the manifold possibilities of metallizing, Plastic Art Metallizing Corp. and Plastic Decorating Corporation of 68-70 Freeman Street, Brooklyn 22, N. Y., offer a most educational brochure. The four page booklet covers all the areas of application of the processes and then goes into detail about the actual operations. Photographs of the various phases give even the layman a good understanding.

For your free booklet write the company at the above address, Dept. LI.

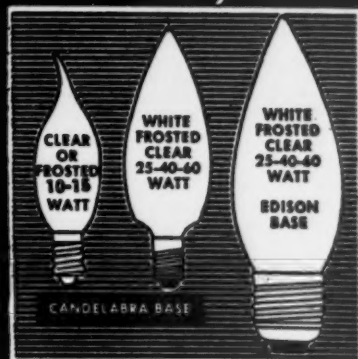
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## Crest Introduces Crest-Nuts To Its Product Line

Crest Products, Inc., Union, New Jersey, announces that it is currently manufacturing a new line of Crest-Nuts. Made of heat treated spring steel, Crest-Nut dimensions are  $\frac{1}{8}$ "-27 NPS, hex width  $\frac{9}{16}$ ", washer diameter  $\frac{7}{8}$ ". They are produced by highly automated equipment, resulting in a low cost, quality product.



Crest-Nuts are available cadmium plated, nickel plated, black phosphate and plain.

For further information, engineering assistance and samples, inquiries should be addressed to Crest Products, Inc., P. O. Box 64, Union, New Jersey.

## Honeywell Announces New 'Tap-Lite' Wall Switch

Development of a tap-action wall switch that constitutes the first major change in line-voltage switch design since light switches became a standard household item was announced by Minneapolis-Honeywell Regulator Company.

Called the Honeywell "Tap-Lite," it features a slender concave flush-mounted wall plate and a single gold button actuator switch. A light tap of the button makes or breaks contact.

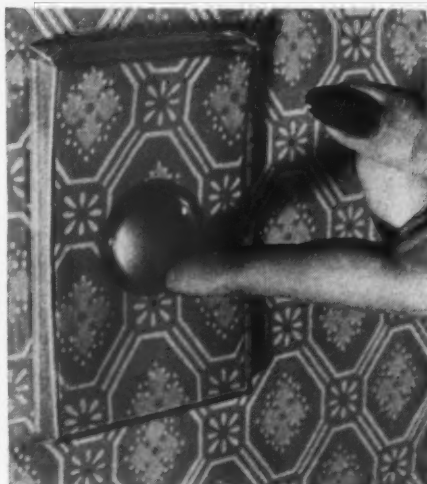
First deliveries of the new control are scheduled for late summer with distribution to be handled through regular electrical channels, the company said. All models are UL approved and are priced from \$1.85 up,

depending on the type of switch and number of plate gangs.

Styled by Henry Dreyfuss, noted industrial designer, the washable and craze-proof plexiglas switch plate can be made to harmonize with the interior color scheme of a room through the use of color inserts mounted behind the transparent plate. The inserts are available in four basic colors, can be painted to match other wall shades or used as patterns from which matching wallpaper inserts may be made.

The new Tap-Lite combines the silent-action features of low-voltage switches with the economical and easy installation of conventional line-voltage switches, the company said. Use of screwless terminals assures positive electrical contact, making it possible to connect the switch to the household wiring with a minimum of time and effort. The plexiglas plate is installed on a spring-loaded clip and can be snapped off the wall for cleaning or redecorating.

Switching action is by a dependable MICRO Switch of the Type used in thousands of industrial and aeronautical switching operations. The switching mechanism is completely sealed from dirt and dust, is fully shock-proof and can be



mounted in any desired position. For information contact the nearest Minneapolis-Honeywell office or write: Home Products Div., 2753 Fourth Ave. So., Minneapolis 8, Minnesota.

## Blue Seal Bent Glass Holder



One clever innovation to enter the Residential Lighting Industry in recent years has been Blue Seal's Bent Glass Holder equipped with a snap-in socket cluster, aptly referred to as a "Super-Snap".

An ingenious spring arrangement built into the socket cluster enables the electrician to press the holder together in a snap. Nipples and lock-nuts are completely eliminated, thus avoiding the possibility of stripping threads and saving expensive installation time.

Since its introduction in Lighting Magazine several weeks ago, contractors are already specifying "Super-Snap" fixtures from their suppliers. Small wonder, with the elimination of nuisance parts and ease of installation, fixtures thus equipped are a boon to the multi-unit electrical contractor.

Further information is available from Blue Seal Lighting Mfg. Corp., 2514 Morris Street, Philadelphia 45, Pennsylvania.



the new Dimension for your fixtures!



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made in U.S.A.

Graceful Candle Flame Lamps bring forth richness and beauty too often obscured by less imaginative lighting. They suggest flame itself... warm and soft... add new distinction and charm to any fixtures.

- Available clear, frosted, amber, red, or candle flame (white with yellow tip) tints.
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## Jacobson Introduces New Spring-Nuts to Its Product Line

The Jacobson Nut Mfg. Corp., Kenilworth, New Jersey, announces that it is currently manufacturing a new line of Spring-Nuts.

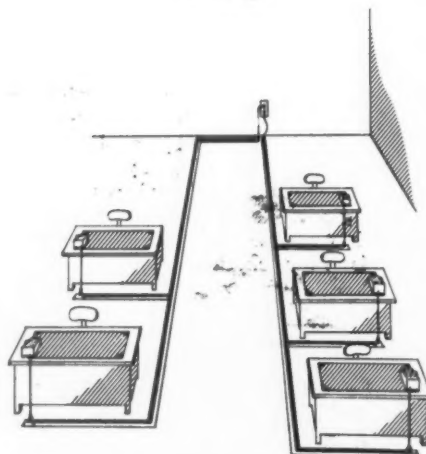


The Jacobson Spring-Nut is a self-locking, one-piece unit which completely eliminates lock washers and wrenches. They are available in steel, aluminum, silicon bronze, stainless steel—plated to specifications, in sizes #4 through  $\frac{3}{8}$ ". Tapped class—2B.

The new Jacobson Spring-Nuts are produced by highly automated equipment, resulting in a low cost, quality product.

For further information, engineering assistance and samples, inquiries should be addressed to the Jacobson Nut Mfg. Corp., Box 177, Kenilworth, N. J.

## Safe Over-the-Floor Electrical Wiring



**CUSTOM ELECTRIDUCT SYSTEMS**  
Stumble-proof Over-the-floor Wiring  
"Built to Your Specifications"

Ideas, Inc.  
Laramie, Wyoming

Need electrical outlets at various places in the middle of a room? Now you can order by mail, or through local dealers, a complete over-the-floor wiring system fabricated to your particular needs. All you have to do is submit a sketch showing where outlets are needed and the manufacturer will build a complete "Custom Electriduct" wiring system ready for you to place on the floor and plug into a wall outlet. Safety engineers welcome this nearly flat rubber encased wiring, since the danger of tripping over messy tangled extension cords is eliminated. Electriduct hugs the floor inconspicuously, is stumble-

## Olin Mathieson Booklet

A guide to the selection of aluminum alloys for virtually any product than can be made of the light, corrosion-resistant metal is contained in a new booklet offered by the Metals Division of Olin Mathieson Chemical Corporation.

The 24-page booklet, "Olin Aluminum Mill Products," describes the physical properties, fabrication characteristics and economic advantages of a wide variety of aluminum sheet, plate, rod, bar, extrusion, and casting alloys. The various tempers, finishes and patterns available are discussed. Aluminum's yield and tensile strength, thermal conductivity and electrical conductivity are graphically compared with those of other materials.

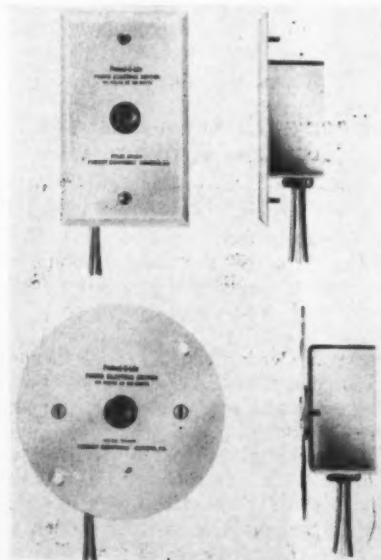
Information on such diverse subjects as specialty sheets products (such as foil re-roll stock and roofing sheet), bust conductor, mine and oil country pipe, architectural shapes, and the efficient storage of rod and bar, is included. The booklet is illustrated with photographs showing various phases of Olin Mathieson's ingot casting, sheet-rolling, extruding, research and other operations.

Free copies of the booklet may be obtained from the Metals Division, Olin Mathieson Chemical Corporation, 400 Park Avenue, New York 22, N. Y.

proof, and equipment on casters rolls over it easily. This new idea eliminates the high cost of tearing up the floor for installation of permanent wiring. Also, straight standard lengths of this "ready to plug in" extension cord are available in 4, 5, 6, and 10 foot lengths. Free literature may be obtained by writing Electriduct Division of Ideas, Inc., 214 Iverson Avenue, Laramie, Wyoming.

## Box Cover Plate Switches Turn Lights on Automatically

New photo electric cover plate switches by Protect-O-Lite automatically turn lights on at dusk and off at dawn. Absence or presence of light on the photo electric eye operates switch. It requires no time setting. Exclusive time delay, up to 3 minutes, prevents lights from being turned off by momentary flash of light such as car lights or flashlights. The totally enclosed switch with cover plate fits standard outlet boxes for operating incandescent, fluorescent, neon or mercury vapor lighting fixtures. Electrical rating: 10 amps—115 volts AC—400 watts incandescent, 1000 watts fluorescent or mercury vapor. Two models are available  $2\frac{3}{4}$ " x  $4\frac{1}{2}$ " rectangular and 4" round cover plate switches. For further information write Mr. Vernon Wiberg, Energy Controls, Inc., Geneva, Illinois.



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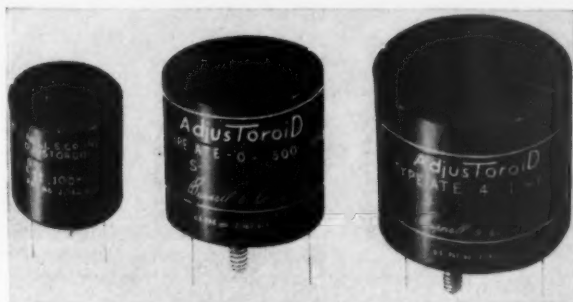
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Shown here is the new line of Burnell miniature encapsulated Adjustoroids with head slotted for screw drive adjustment. These lightweight variable toroids are especially suitable for commercial and military applications in phase networks, variable transformers, oscillators, discriminators, variable tuned circuits, etc. From left to right, the ATE 11,  $\frac{3}{4}$ " in diameter x  $\frac{13}{16}$ " high, wt. approximately .75 ozs., maximum L, 5 hys; ATE 0,  $1\frac{1}{16}$ " x 1" high, wt.,  $1\frac{1}{2}$  ozs., maximum L, 5 hys; and the ATE 4,  $1\frac{5}{16}$ " in diameter x  $\frac{13}{16}$ " high, wt., 3.5 ozs., maximum L, 15 hys. The new Burnell miniature Adjustoroids meet MIL-T specifications 27 Grade 4 Class R and MIL E 15305 A. Useful range of the full line is 500 cycles to 100,000 cycles. Of particular significance is the varying of the slotted upper portion of the toroid by a simple screw drive adjustment. For Kernel Adjustoroid Bulletin write Burnell & Co., 10 Pelham Parkway, Pelham, N. Y.

### Transparent and Opaque Compartment Boxes Described in Two-Color Catalog

Gilbert Plastics, Inc., Kenilworth, New Jersey, a leading manufacturer of plastic packaging, announces the publication of a new, two-color, four-page catalog folder describing 25 variations of plastic utility boxes currently available. Series E, F, H and N are illustrated, along with diagrams of standard compartment variations in each series. Variations range from a one-compartment box to a box containing eighteen equal size compartments, in both transparent polystyrene or unbreakable, opaque polypropylene in a variety of vibrant colors.

Included are basic box sizes, compartment dimensions, and packing and shipping weights.

For a copy of the folder, write to Gilbert Plastics, Inc., Boright Avenue, Kenilworth, New Jersey.

### New Addition for Allied

Allied Electric Manufacturing Co., 2562 Stanfield Road, R.R. 1, Port Credit, Ontario has just completed construction of a new addition, which increases current plant area to 43,000 sq. ft.

The company plans to enter into the manufacture of a new line of lighting fixtures. This should necessitate another addition of approximately 25,000 sq. ft. sometime this year.

### Vacuum Metallizing

Vacuum Metallizing, 15526 Lanark Street, Van Nuys, California, offers a new process in their custom job shop for metallic finishing of metal, plastic, glass, etc. Current applications of vacuum metallizing are far-reaching into many fields. Fixture, lamp and hardware parts appear to be brass, but are of inexpensive metallized steel that will not fade. For further information write Sid Sherman at the above address, Dept. LI.

### Halo Introduces New Light-Tight Black Gasket

Halo Lighting Products Inc., Chicago, manufacturer of recessed lighting fixtures, has introduced a newly-developed

BLACK gasket of polyester material, "light tight", underwriters' approved, that guarantees fixtures to be completely free of light leakage.

The new gasket is included with all of Halo's frames for use in recessed lighting. The new black gasket material will not flake or peel, is odorless, form fits to every ceiling and will adequately resist heat, Halo says.

For additional information, write to HALO ENGINEERING, Dept. E, Halo Lighting Products Inc., 4201 West Grand Avenue, Chicago 51, Illinois.

### Fish Tape for Aluminum Conduit

A new extra flexible round fish tape for jobs using aluminum conduit is now being introduced by Ideal Industries, Inc., 1644 Park Avenue, Sycamore, Illinois.

This new tape will answer your problems of pulling wires through aluminum. "Flexi-Strand" is made of high quality pre-formed galvanized aircraft cable. It is absolutely smooth—has no sharp edges to gouge or cut into soft conduit. It is more durable, and stronger, and will far outlast ordinary flat tapes. It's so flexible it will easily take sharp bends in aluminum without cutting. "Flexi-Strand" takes extreme flexing without kinking or taking a set. It withstands up to 1500 lbs. pull test and is equipped with an extra large eye to accommodate the following wire: 20 No. 14, 15 No. 12, 10 No. 10, 4 No. 8 and 3 No. 6. "Flexi-Strand" tapes are available in three models to fit your needs . . . reel type, handle type and plain.

### New Decorative Floodlighting Catalog

A new six page catalog just issued by Stonco Electric Products Company, 333 Monroe Avenue, Kenilworth, N. J., illustrates their complete line of weatherproof die-cast aluminum outdoor bulletholders designed for all exteriors requiring a high-degree of architectural and color fidelity. Single, cluster and pendant fixtures are shown in three contemporary bullet styles for ceiling, wall or custom mounting in residences, hotels, schools, public buildings, stores and other exposed location. Write manufacturer for catalog LP-A.

### RLM Specifications Book — 1960 Edition Features Three New RLM Specifications and Many Upward Revisions

"The 1960 Edition of the RLM Standard Specifications book for Industrial Lighting Units includes three new Specifications for 1500ma units; D-4 Fluorescent Semi-Direct medium high mounting, SD-3AL Semi-Direct Aluminum and SD-3PE Semi-Direct Porcelain Enamel Units". In addition, the new 52-page book contains many upward revisions of existing specifications, including new high specifications for materials; new specifications for aluminum reflectors and added provisions for inspection and testing. All RLM fluorescent specifications now include, where applicable: 1-Grounding of all component parts; 2-Continuity of grounding throughout a continuous row; 3-Silver Plated Contacts in all "rapid start" Units; and 4-Synthetic enamel specifications for component parts covering rust inhibiting undercoating, adhesion and hardness.

The RLM Specifications Book is available to architects, consulting, illuminating and plant engineers, electrical contractors, distributors, buyers and specifiers of Industrial Lighting Units—without charge.

Requests may be addressed to: The RLM Standards Institute, Inc., 326 Madison Street, Chicago 6, Illinois.



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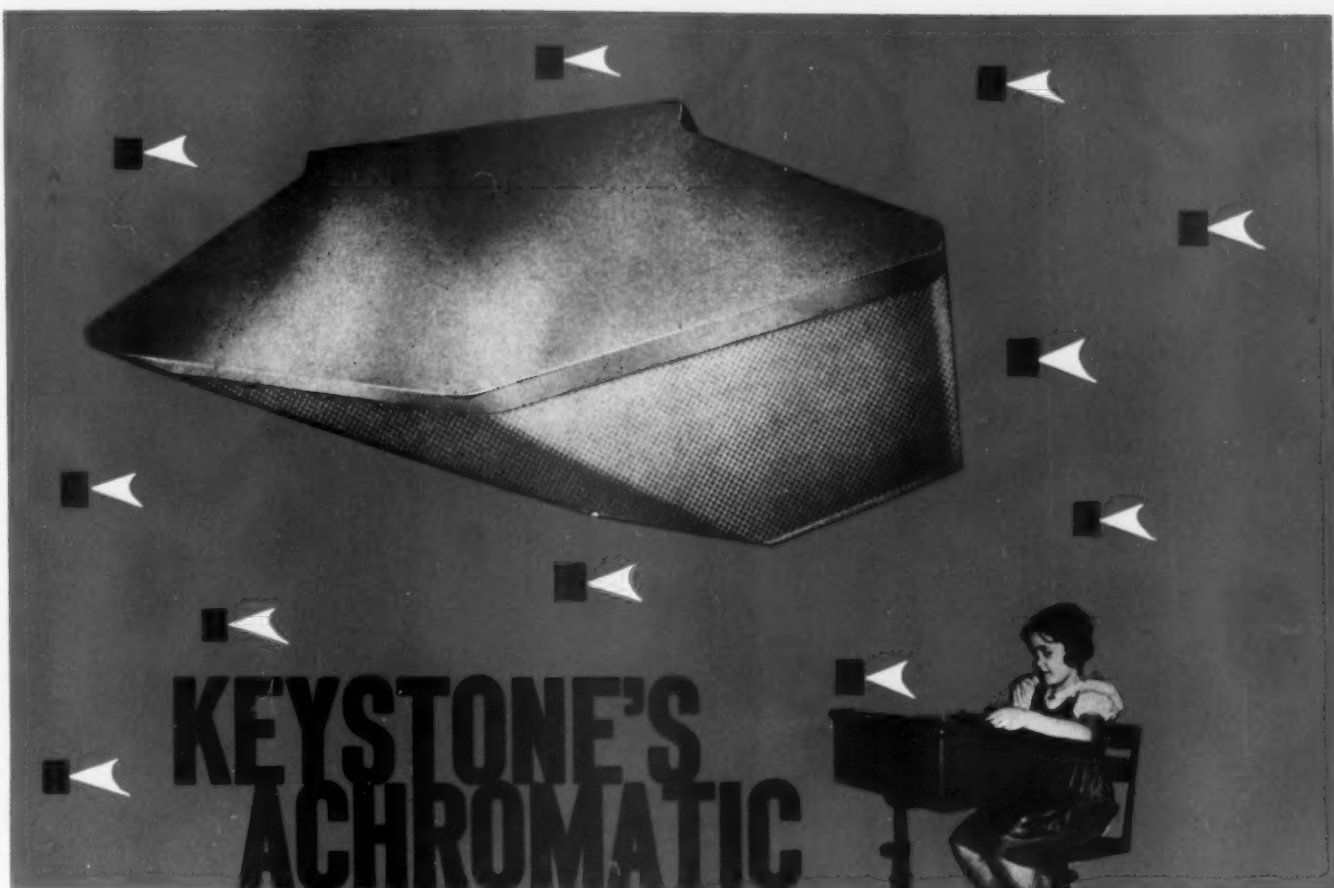
**WELL KNOWN FLORIDA MANUFACTURERS' REPRESENTATIVE** is reopening his agency and is looking for the following lines. Top lines in the following categories, Residential, Commercial and Industrial Fluorescent, Incandescent Recessed and Flood Lighting. This agent will give you the highest type and most aggressive representation available. Have good following and proven sales record. Address all communications—Frank Moos, 4919 San Rafael St., Tampa 9, Florida.

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## ADVERTISERS' INDEX

Acme Lite Products Co. ....	44	General Fiber Inc. ....	11	Palnut Co., The ....	52
Amplex Brothers ....	6	Geringer & Sons Mfg. Co. ....	45	Progress Mfg. Co., Inc	
Angelo Brothers ....	54	Globe Lighting Prod. Inc. ....	1		Back Cover
Artolier Corporation ....	5	Howard Metal Prod. Co. Inc. ..	64	Robertson Transformers ....	4
Auditorium Hotel Cleveland ..	66	Howard Miller Clock ....	46	Ruby Company, The ....	43
Berger Machine Products, Inc.	59	Jay Lighting Mfg. Co., Inc. ....	47	Sea-Gull Lighting ....	9
Braun Co., J. G. ....	19	Keystone Electric Mfg. Co.		Sheffield Plastics Inc. ....	16
Buchanan Electr. Prod. Corp...	64		Inside Back Cover	Sheldon Metal Products Co.	
Chilo Mfg. & Plating Co. ....	55	Kirby-Cogshall (Lighting Prod.		Inc. ....	61
Circle F. Mfg. Co. ....	50	Div.) ....	56	Side-A-Lite ....	17
Corning Glass Works ....	15	Lancaster Glass Corp. ....	57	Sterling Industries, Inc. ....	41
Crescent Brass Mfg. Co. ....	62	Manning, R. A. ....	48	Suclar Laboratories ....	60
Del-Val Mfg. Co. ....	2	Marplex Company ....	58	Sunbeam Lightingwares, Inc...	49
EJS Lighting Corporation ....	7	Meierjohan-Wengler ....	48	Thatcher Glass Mfg. Co. Inc...	53
Elite Glass Company ....	65	Minex ....	62	Thomas Industries, Inc. ...	26 & 27
Feldman Bros. Brass Co. Inc. ..	65	Monsanto-Chemical Company ..	10	Virden Co., John C. Inside	
Freeman Products Corp. ....	12	Nord-New York ....	8		Front Cover
General Electric Company		North American Elec. Lamp		Ward Engineering, Inc. ....	63
(Lamp Div.) ....	13	Co. ....	66		



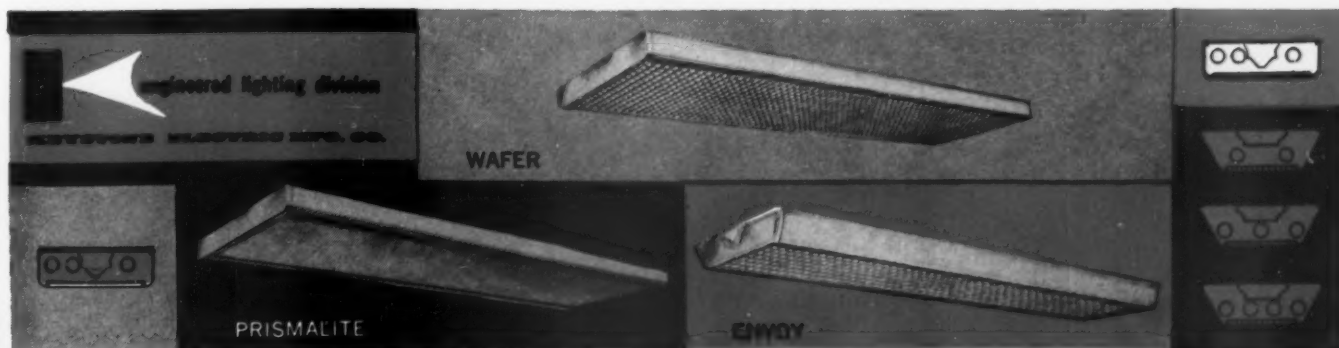
# KEYSTONE'S ACHROMATIC ... FOR O.V.V.\*

Keystone's Engineered Lighting Division recently announced a new series of fluorescent fixtures specially designed for schools, offices, stores, institutions and public buildings. Featured in this 4-foot and 8-foot series is the Achromatic, a 2  or  3 lamp quality luminaire which has become the industry's leader in a few short weeks.

Since 1898, footcandle levels have doubled every 10 years. Due to a more scientific evaluation of required lighting levels, the new series developed by Keystone has resulted in luminaires that provide \*Optimum Visual Value and 'see-ability.' The series offers a brand new concept in controlled refraction of light. This concept provides uniformity of brightness without harsh shadow reflection. Maximum illumination is delivered at peak efficiencies. In addition to the Achromatic, other fluorescent fixtures in the new series include the Wafer, Prismalite and Envoy. Rapid start and slimline models are available for a number of versatile mounting arrangements. For additional information, send for Bulletin #F 859.

\* optimum visual value

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